

MAD

TAKES APART TECHNOLOGY



NO. 30
APR
2023

MADMAG.COM



MAD

NO. 30

APRIL 2023



WILLIAM M. GAINES FOUNDER

SUZY HUTCHINSON ART DIRECTOR

BERN MENDOZA ASSOCIATE ART DIRECTOR

- 02** If Computers Are So Brilliant..., MAD #258, Oct 1985
- 04** You've Definitely Bought the Wrong Robot If..., MAD # 476, Apr 2007
- 06** Spy Vs. Spy, MAD #375, Nov 1998
- 08** A MAD Look at Drones, MAD #544, Apr 2017
- 13** Manic Y2K Panic, MAD #389, Jan 2000
- 14** Other Y2K Problems Guaranteed to Make Your Life Miserable, MAD #454, Jun 2005
- 15** 13 Things You Never Want to Hear from a Computer Tech Support Guy, MAD #453, May 2005
- 16** Small but Significant Inventions from the Past, MAD #314, Oct 1992
- 18** Messy Layered One (MAD Movie Parody), MAD #3, Oct 2018
- 25** Low Tech Inventions for Everyday Needs, MAD #275, Dec 1987
- 28** Free Speeches on the Beaches
- 30** MAD's Catalogue of Practical Jokes for the Computer, MAD #292, Jan 1990
- 32** The Future of Job Automation, MAD #550, Apr 2018
- 34** MAD's 50 Worst Things About the Internet, MAD #494, Oct 2008
- 38** Tales from the Encrypt Keeper: Breaking the Fourth Firewall
- 40** Inventions We'd Like to See, MAD #196, Jan 1978
- 44** Rob - The Evil, Backstabbing Robot Temp, MAD #455, Jul 2005, #471, Nov 2006
- 45** Accidental Inventions, MAD #39, May 1958
- 47** Blobs!, MAD #1, Oct/Nov 1952
- 54** A Guided Tour Through a Steel Factory, MAD #62, Apr 1961
- 55** Spy Vs. Spy, MAD #264, Jul 1986
- 56** Some Final Bytes, MAD #539, Jun 2016, MAD #524, Dec 2013



CONTRIBUTING ARTISTS & WRITERS The Usual Gang of Idiots

INSIDE BACK COVER A MAD Fold-In by Johnny Sampson

VARIOUS PLACES Drawn Out Dramas by Sergio Aragonés

COVER ARTIST Mark Fredrickson

The vintage MAD pieces reprinted in this issue were produced in a time that was less mindful and sensitive to matters of race, gender, sexual identity, religion, and food allergies. The text of these articles is presented mostly unaltered (and with crossed fingers) for historical reference.

ist that "JOE
e alphabetiz
around to acc

We're told that the most miraculous thing about computers is their ability to store and feed back. The real miracle is that not one of the millions of facts they have stored away is the correct spelling of *terminal*. After hours and hours trying to correct the garble spewed out by some crazed silicon chip, we are bo

IF COMPUTERS ARE



...why do they assume you want to receive 800 identical copies of the same mail order catalogue?



...why do they spread the word that you're responsible for all of the 1983 and 1984 parking tickets issued to a car that you sold in 1981?



...why does the increasing amount of information they spew out to TV weathermen only make the forecasts more inaccurate?



...how come they're always telling you that you're making an error, but they can never tell you what it is?



...what is their logic in letting 14,000 murders go unsolved while they devote full time to nailing you on some old traffic warrant?



...why do they blithely pass along a ridiculous meter reading that makes your monthly electric bill higher than the one for Yankee Stadium?

back millions of bits of information. But in MAD's opinion, that's not the most miraculous thing about computers. The of our name, or our accurate address, or a single smidgen of data about us that is completely right! As each of us wastes pound to wonder how that much stupidity can be produced with such unfailing regularity. Thus, we ask...

RE SO BRILLIANT...

WRITER TOM KOCH ARTIST GEORGE WOODBRIDGE



...why can't they report your correct wages to the I.R.S., especially when it's a known fact that the I.R.S. will always believe a computer and assume the taxpayer is lying?



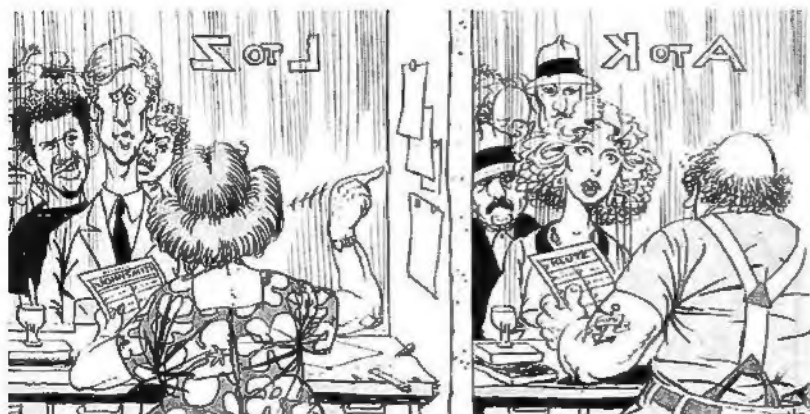
...why can't they find someone to write a computer instruction manual who knows how to put together a simple sentence?



... why do they invariably select the phone numbers of the elderly, the unmarried and the childless to receive their annoying calls about diaper service?



...how do they figure that your bank balance could have dropped from \$1,854 to \$18.54 during a month you didn't make any withdrawals?



... why do they insist that "JOHNSMITH" is all one word, and must be alphabetized under "J" until its poor owner gets around to acquiring a first name?

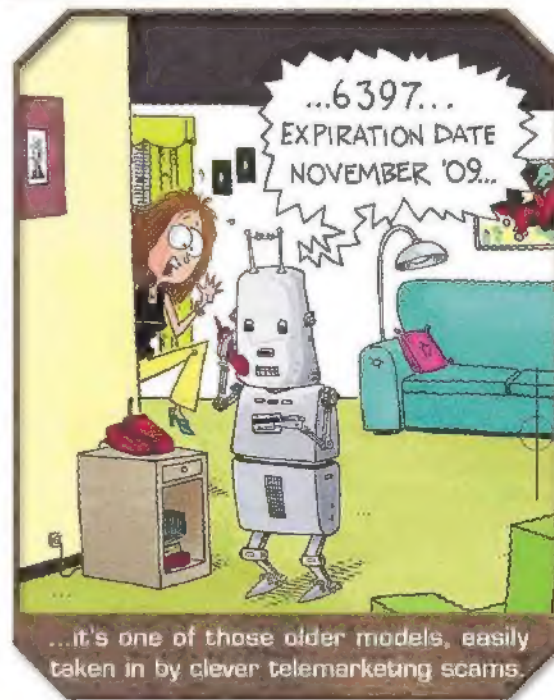
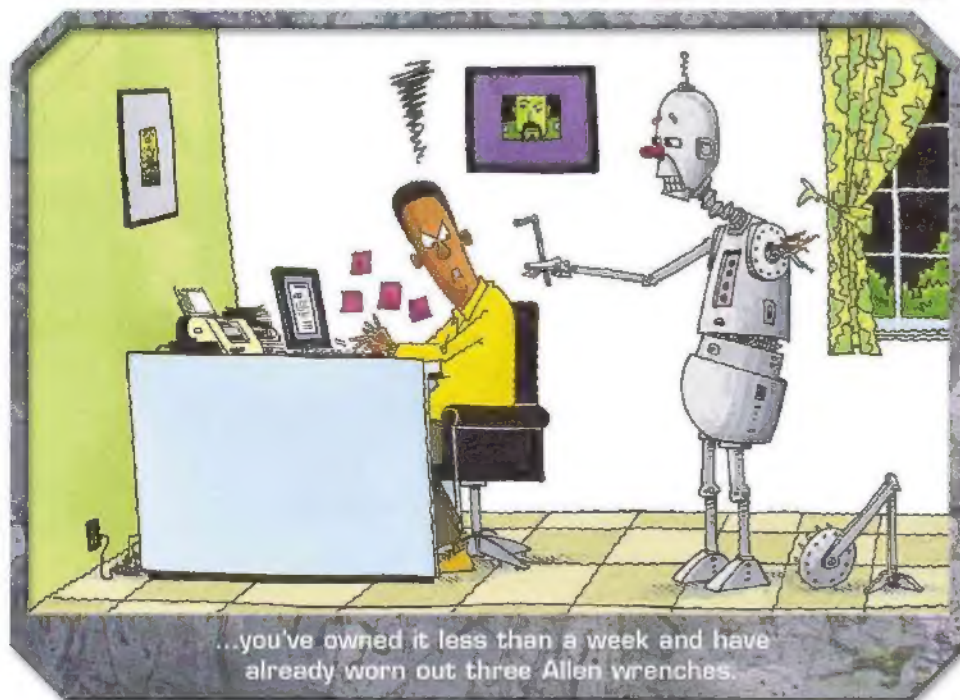


... why do companies that install them immediately have to hire lots of extra employees just to correct computer errors?

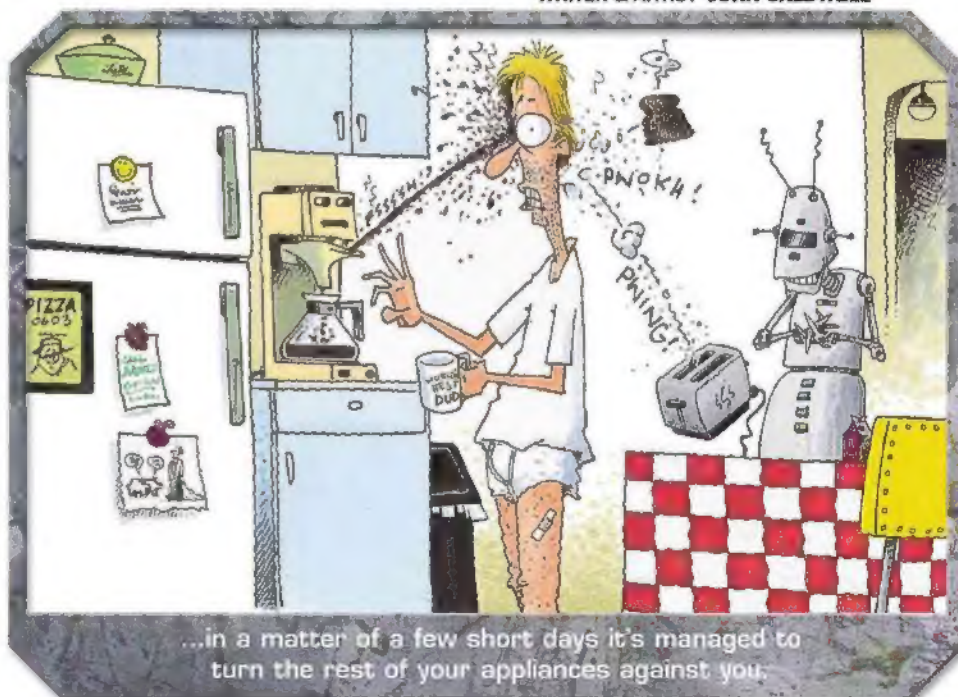
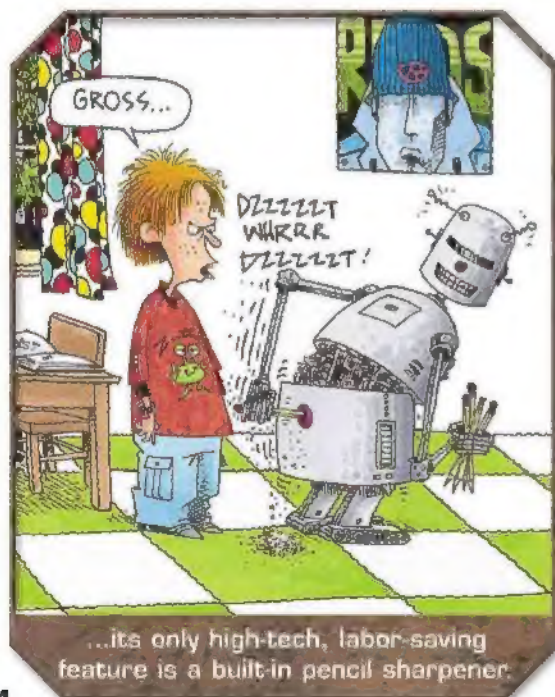


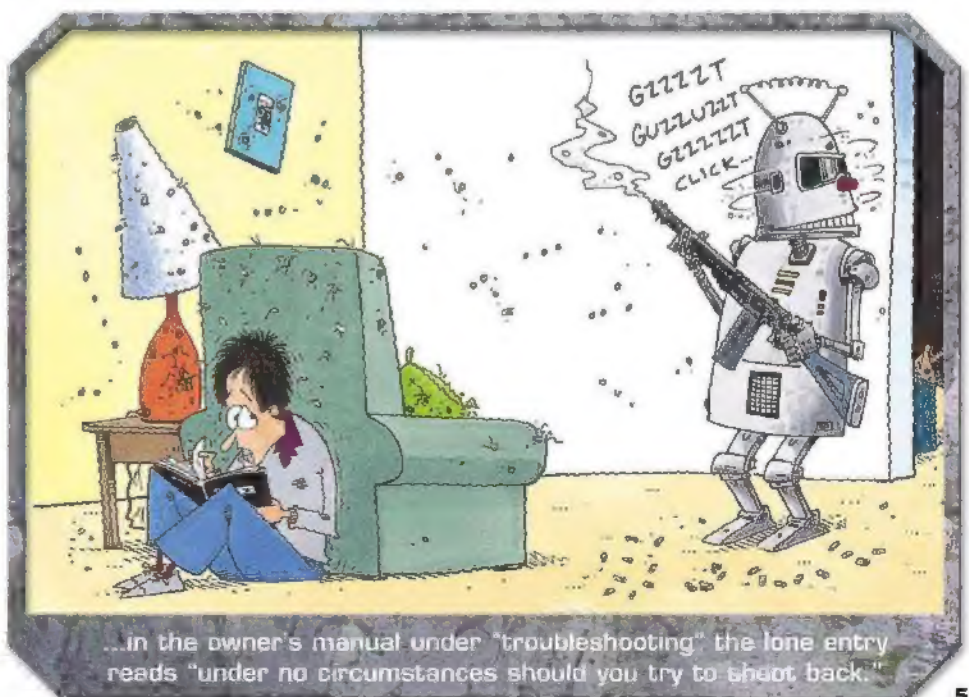
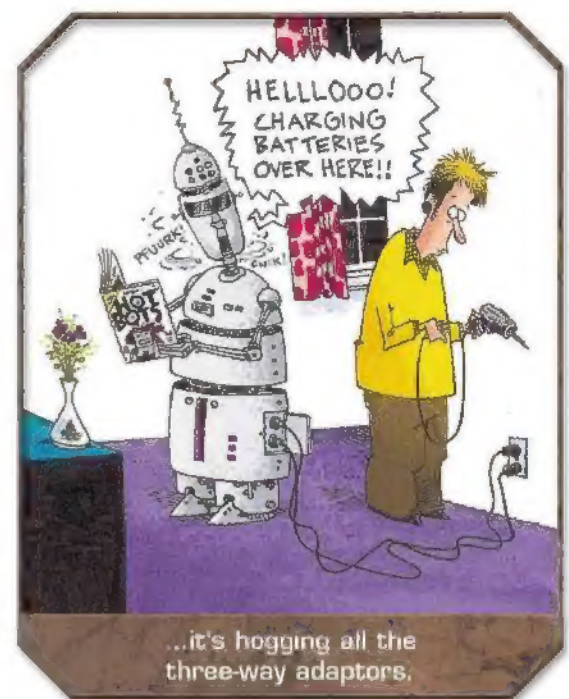
Robots are slowly taking over the jobs that humans used to do—from building cars to hosting *Entertainment Tonight* (unless we're wrong about Vanessa Lachey). And it's only a matter of time before these freakin' androids are working in our homes too! And then what happens? Uh...Actually, we're not sure. Man, we could really use a robot to finish this stupid intro for us! While we go back to the lab, why don't you read...

JOHN CALDWELL'S YOU'VE DEFINITELY BOUGHT THE WRONG ROBOT IF...



WRITER & ARTIST JOHN CALDWELL



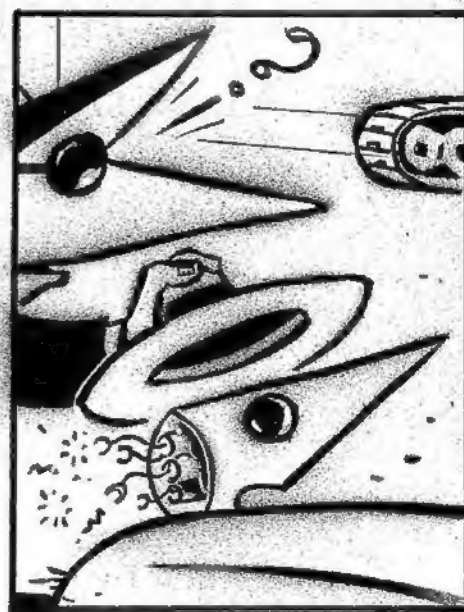
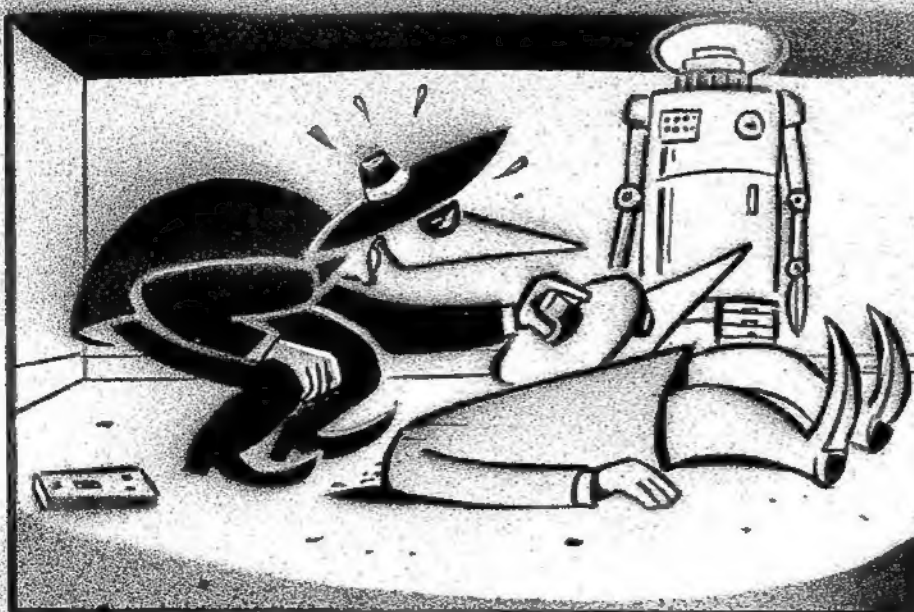
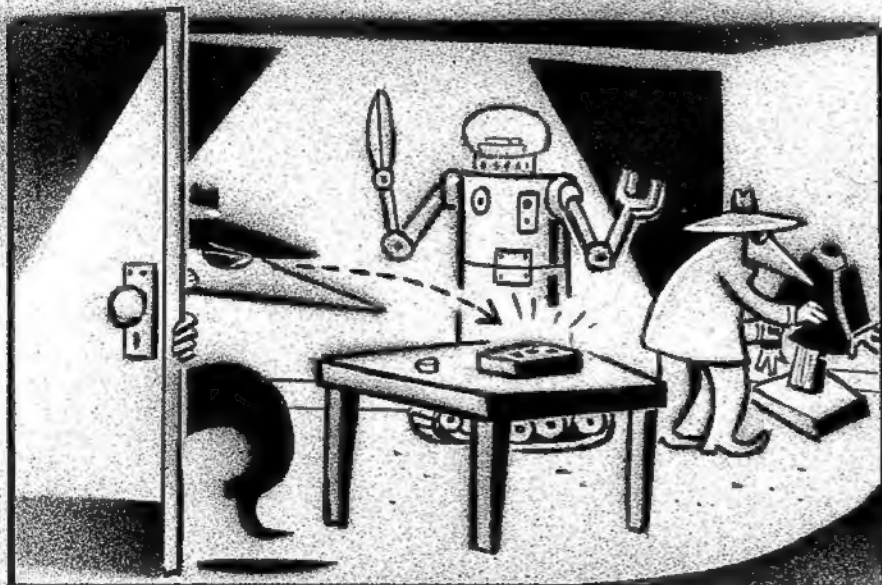
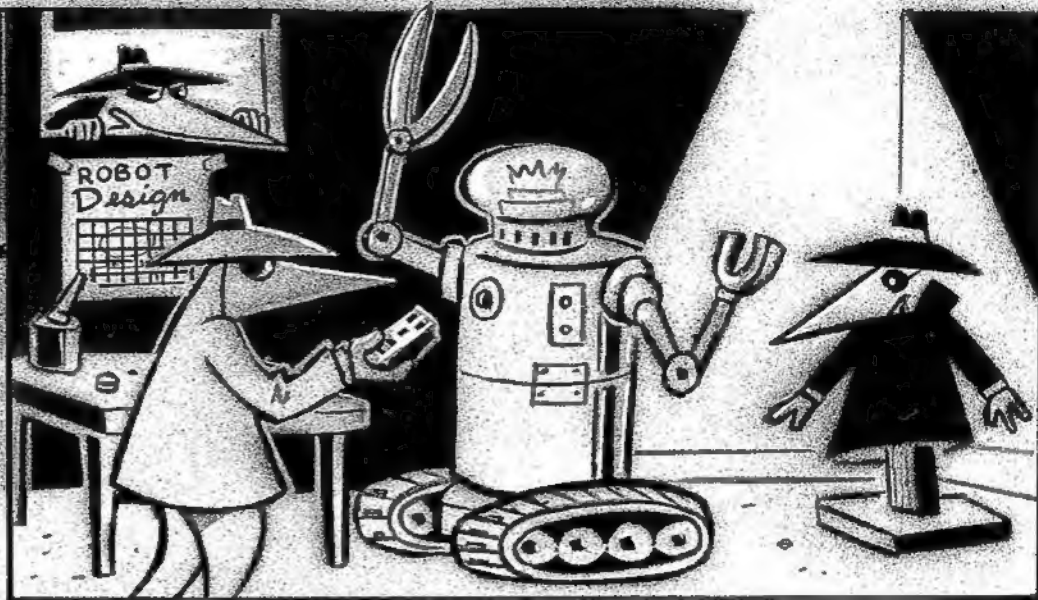


ORIGINALLY PUBLISHED IN MAD #476, APR 2007



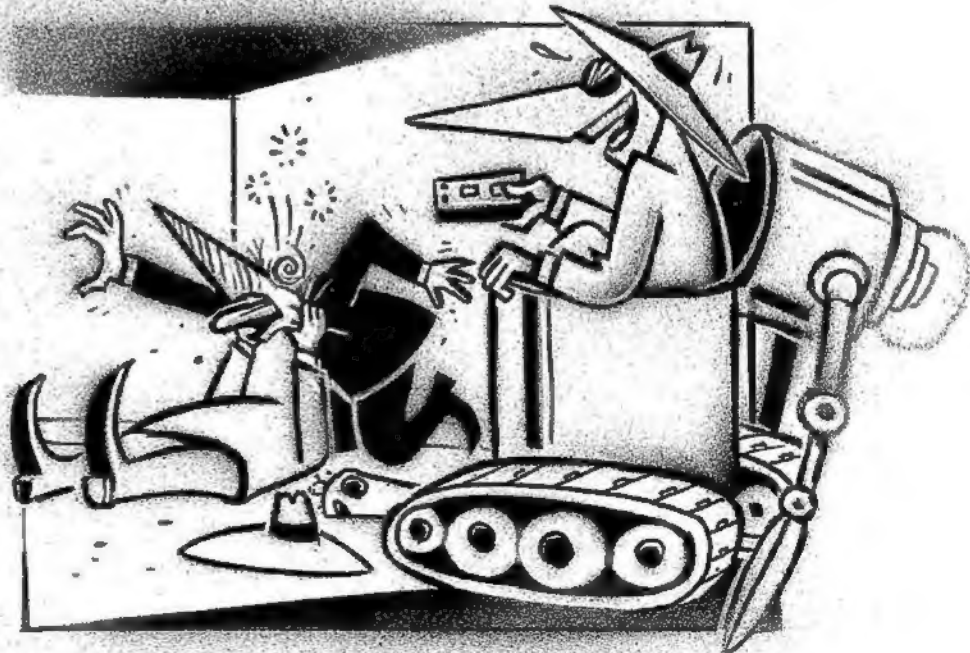
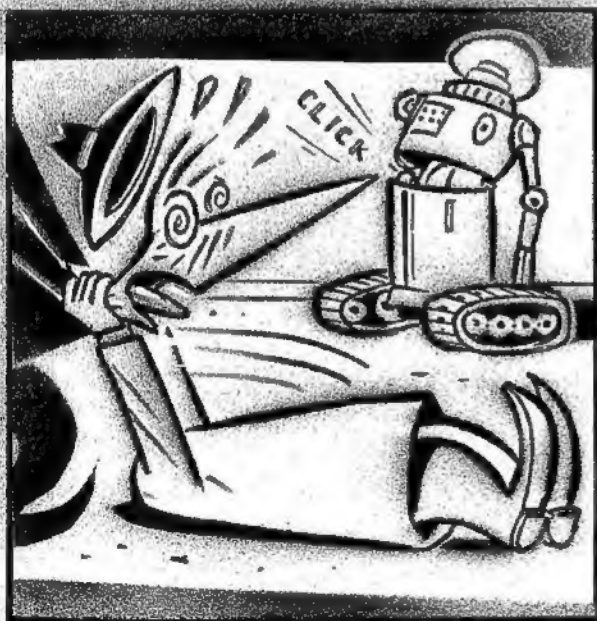
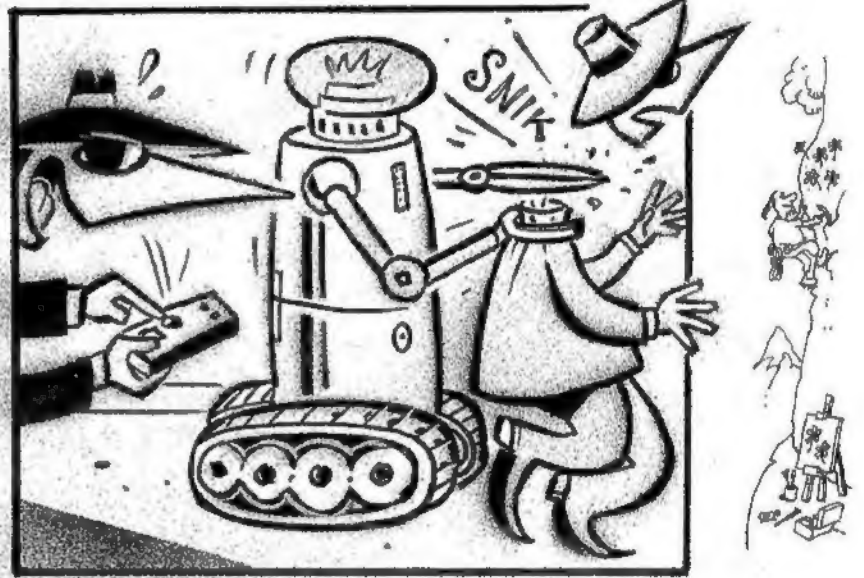
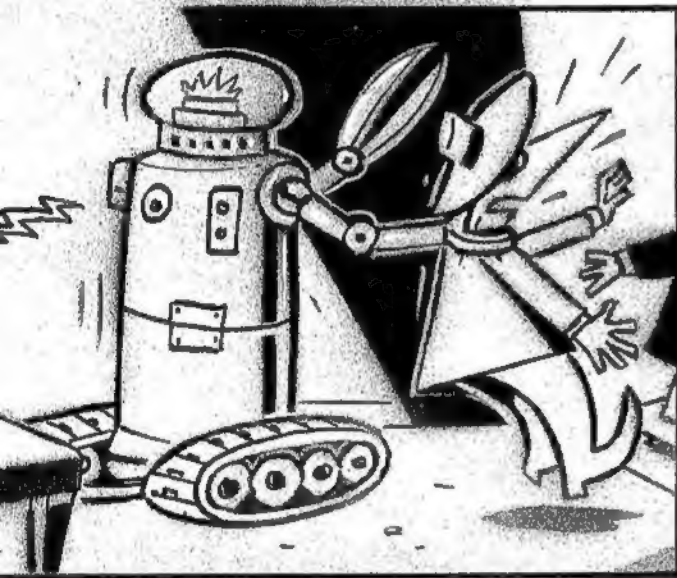
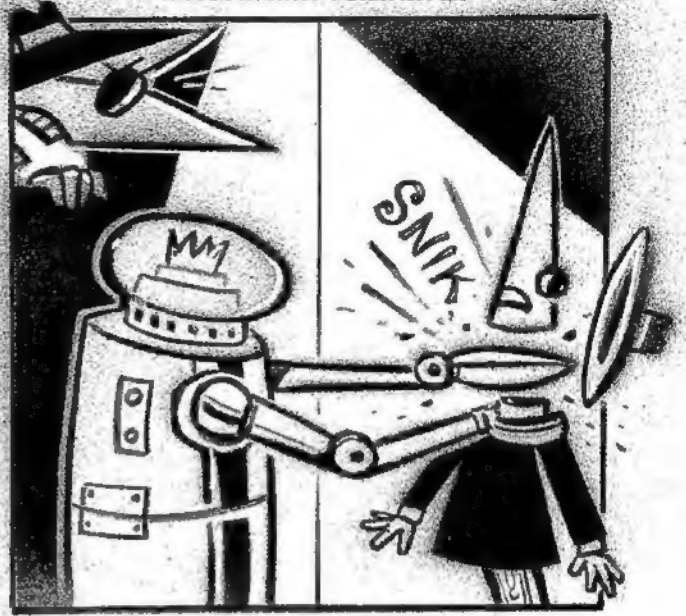
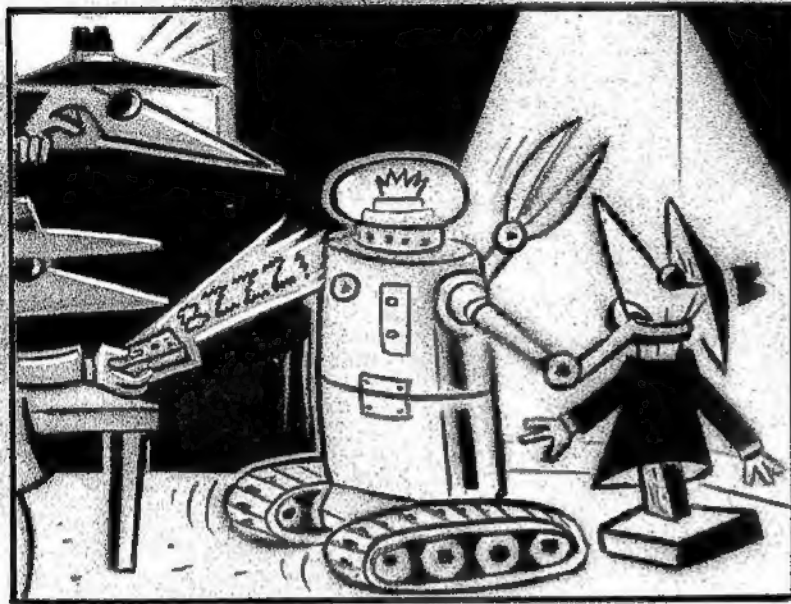


SPY VS SPY



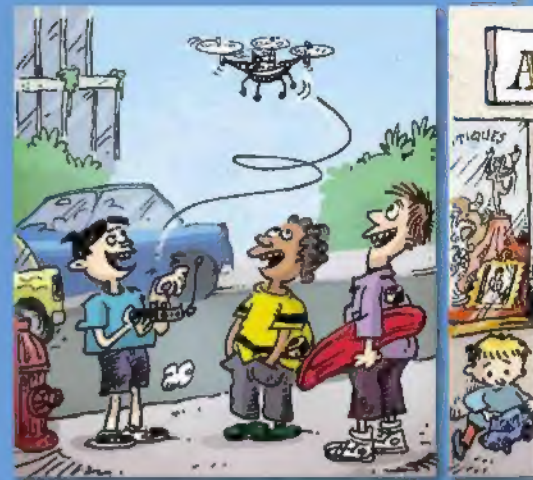
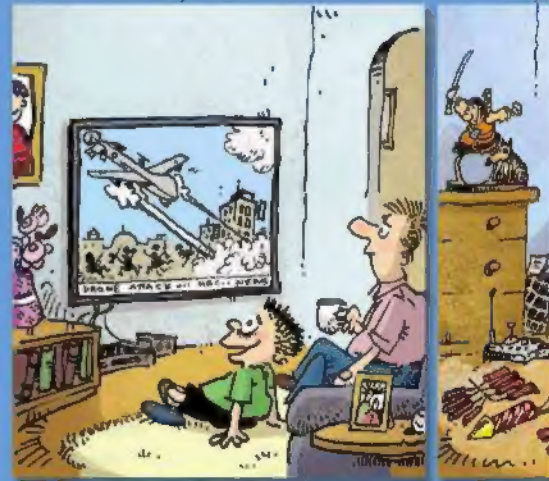
KUCK



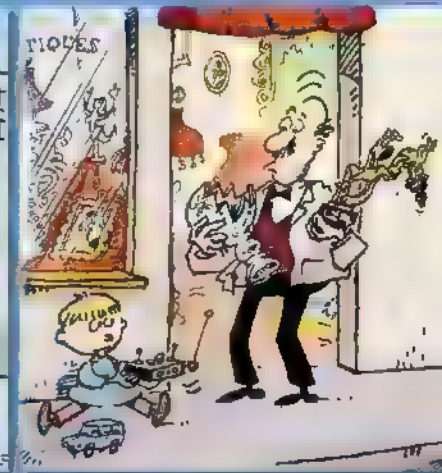
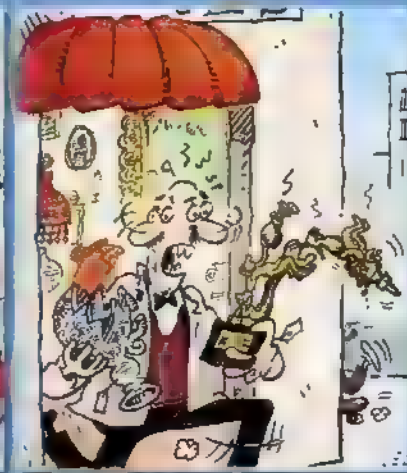
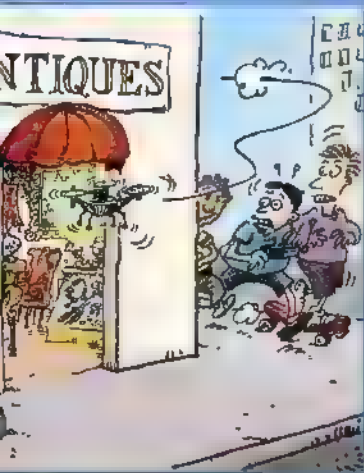
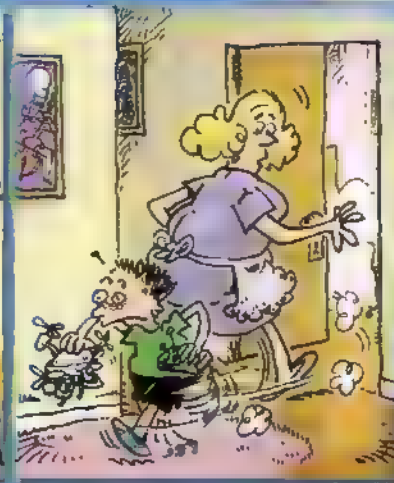
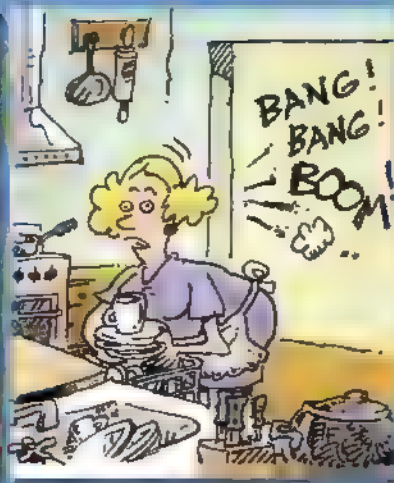


SERGIO ARAGONES
Presents

A MAD LOOK

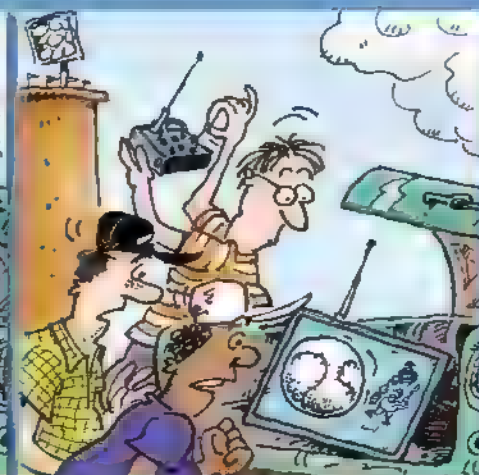
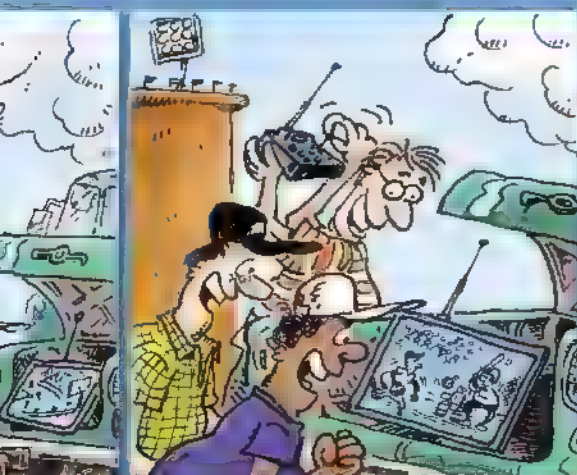


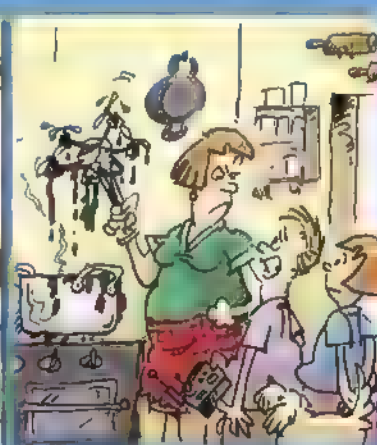
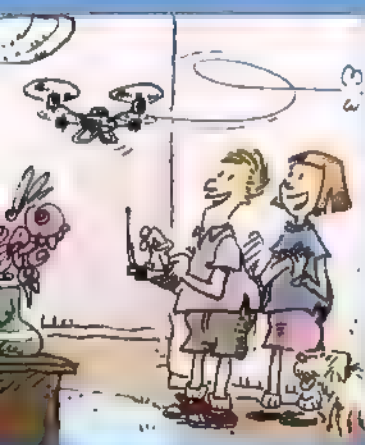
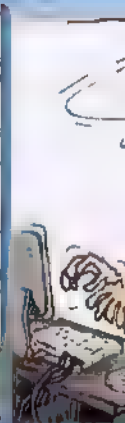
AT DROWES



WRITER & ARTIST SERGIO ARAGONÉS

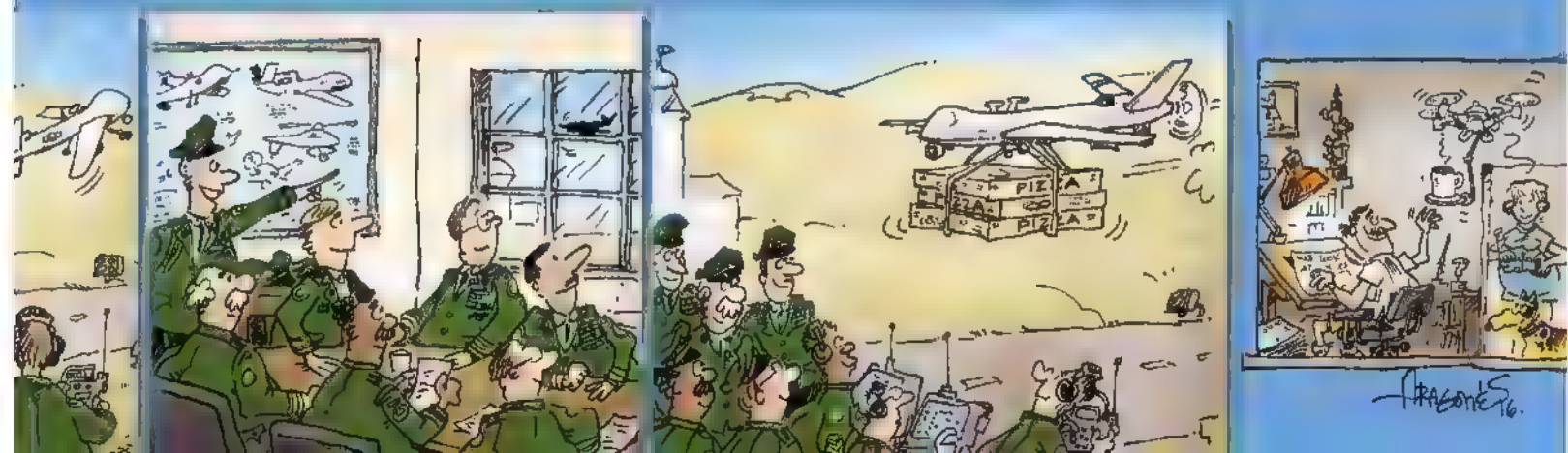
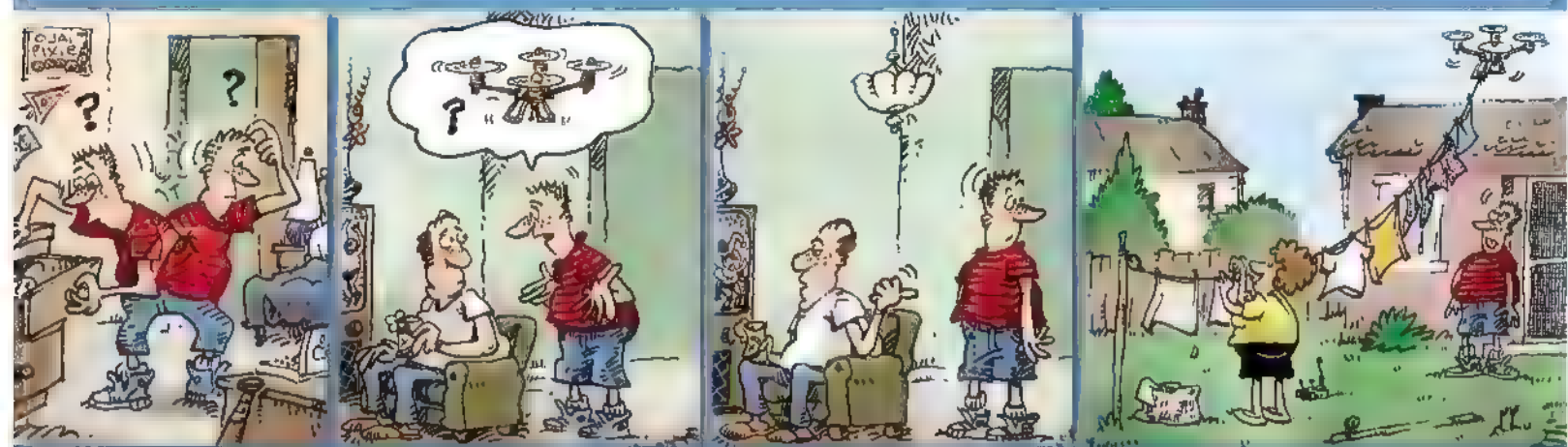
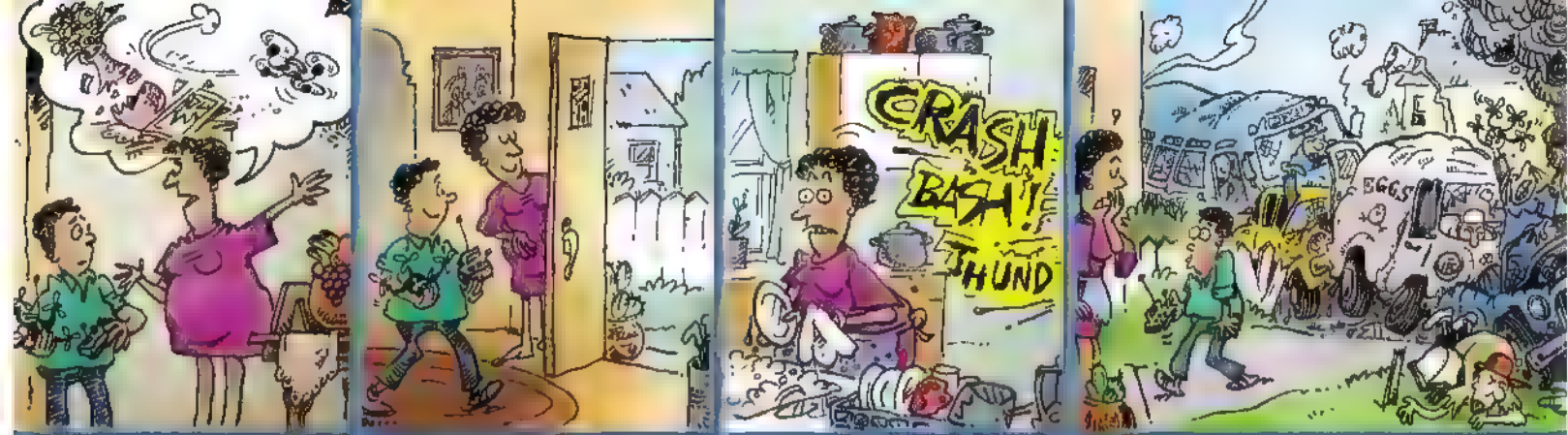
COLORIST JIM CAMPBELL





ORIGINALLY PUBLISHED IN MAD #544 APR 2017





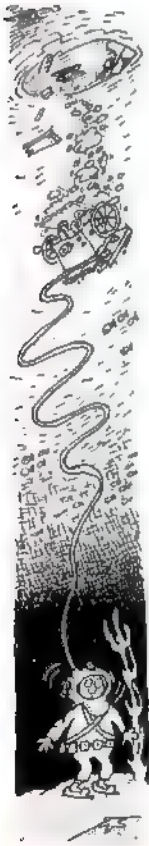
DRAWN OUT DRAMAS

BY

Sergio Aragonés



WHAT
ME
WORRY?



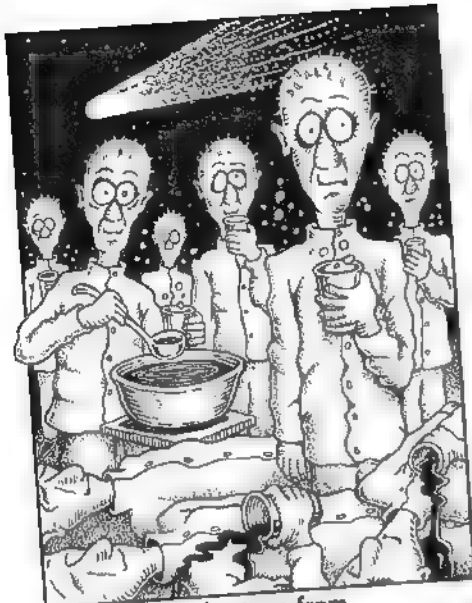


IT'S MARK'S TURN

MANIC Y2K PANIC

Talk about dumb! Doomsayers around the globe foaming at the mouth and insisting "the end is near." Survivalists stocking up on pork 'n' beans and Cheese Whiz so they can stay alive until the end of February. TV commercials with dreary music depicting power outages, horrific traffic jams and shortages of everything from water to toilet paper. Predictions of bank failures, plane crashes and chaos everywhere. Yet, in the end, when the big ball drops on New Year's Eve, it will turn out to be just another payday for Dick Clark. (Unless, of course, we're wrong, in which case—could you spare some Cheese Whiz?)





After reading about the Y2K "panic" way back in 1999 (okay, maybe just the previous page), you now believe that the Y2K problem isn't such a big deal. This not only will life go on, but your day-to-day existence might actually improve! And that makes you feel good, doesn't it? Well, guess what? WE LIED! When that ball drops on Times Square and the computers all go down, life is going to suck with a sucky you've ever experienced, and not just



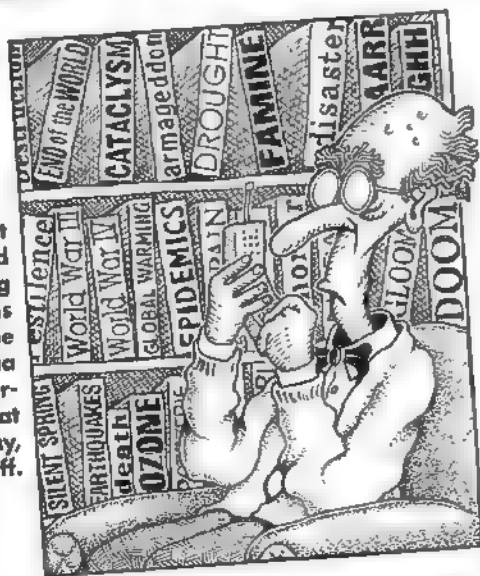
ORIGINALLY PUBLISHED IN MAD #388 DEC 1988

OTHER
Y2K
PROBLEMS
GUARANTEED
TO MAKE
YOUR LIFE
MISERABLE

WRITER MIKE SNIDER
ARTIST MONTE WOLVERTON

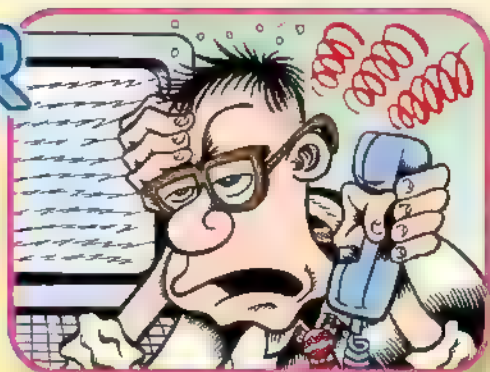


Vomit-clogged city streets from amateur drinkers all out for their once-in-a-lifetime binge on the same night.





13 THINGS YOU NEVER WANT TO HEAR FROM A COMPUTER TECH SUPPORT GUY



Hello, my name is Bob, and I'm an alcoholic.

Pentium? Gigabyte? Try speaking English, man!

I always find that the Holy Spirit guides me to the answers of every problem, so hold on while I get my Bible!

So you say it is plugged in? Well, I'm stumped!

Hey, wait a minute, I know that screen name! Aren't you the jerk who keeps kicking my ass on Xbox live?

This is off the subject, but did you know that the letters in your name can be arranged to spell "Snail Vomit"?

It seems to me that your problem goes deeper than simply the internet connection. Tell me about your relationship with your father.

Well, did you ever consider that the screen is supposed to freeze up for ten minutes?

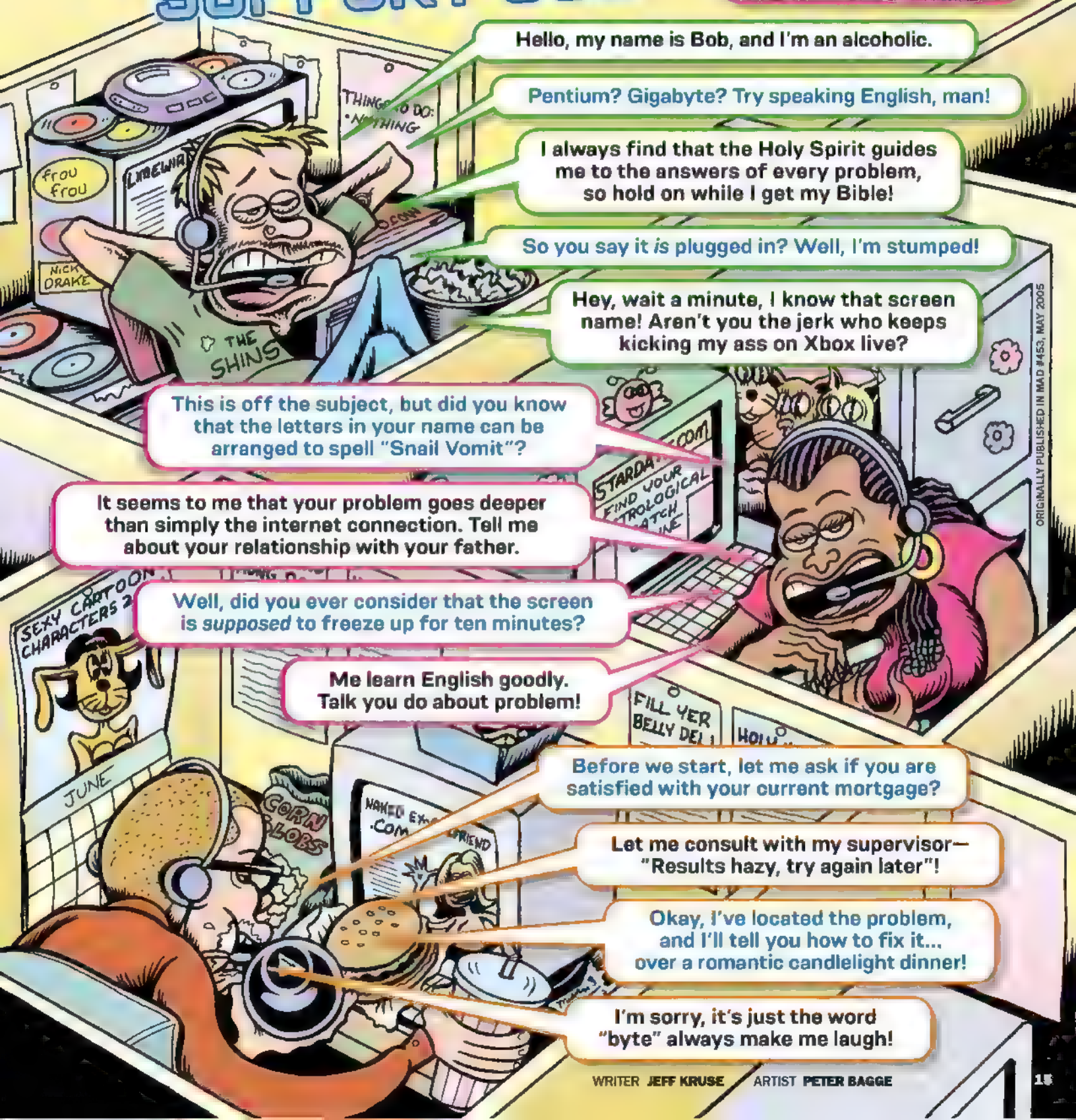
Me learn English goodly. Talk you do about problem!

Before we start, let me ask if you are satisfied with your current mortgage?

Let me consult with my supervisor—"Results hazy, try again later!"

Okay, I've located the problem, and I'll tell you how to fix it... over a romantic candlelight dinner!

I'm sorry, it's just the word "byte" always make me laugh!



ORIGINALLY PUBLISHED IN MAD #453, MAY 2005



BEHIND THE GREAT BALL DEPT.

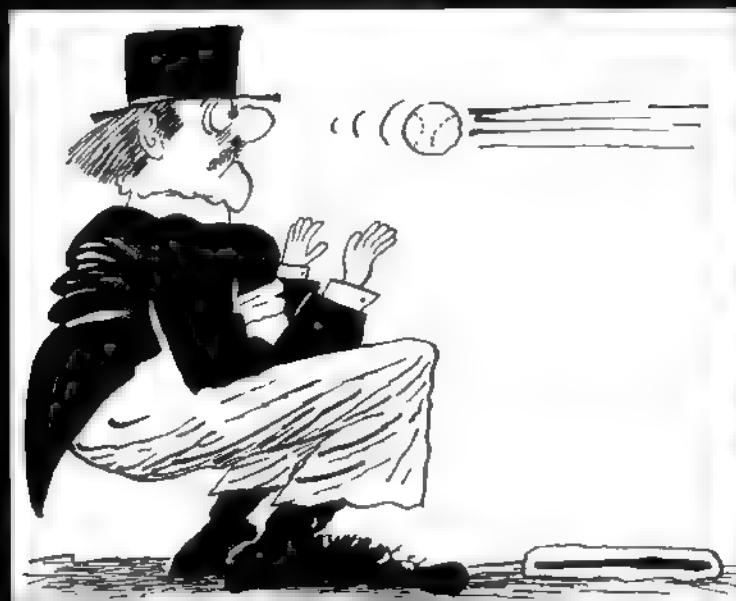
Now, a look at the moment before the creation of...

SMALL BUT SIGNIFICANT INVENTIONS OF THE PAST

WRITER & ARTIST PAUL PETER PORGES



The Chimney



The Catcher's Mask



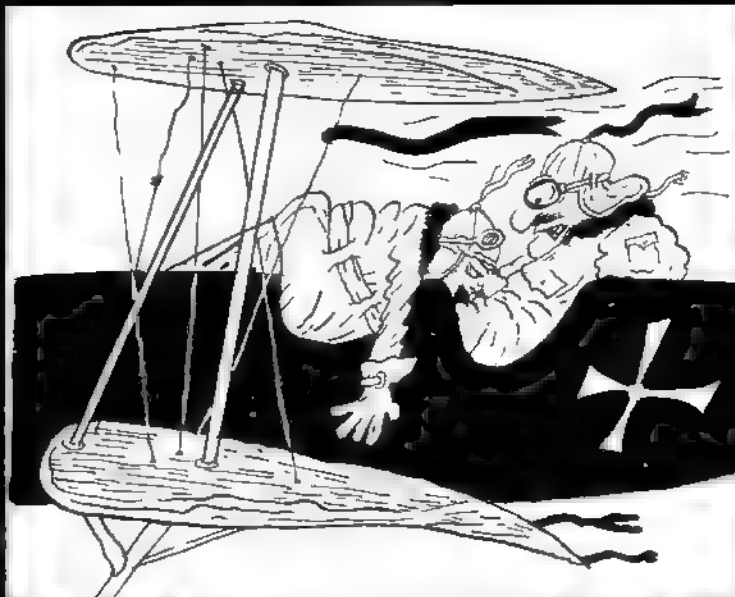
The Wallet-Sized Photo



The Magnetic Game Board



The Spare Tire



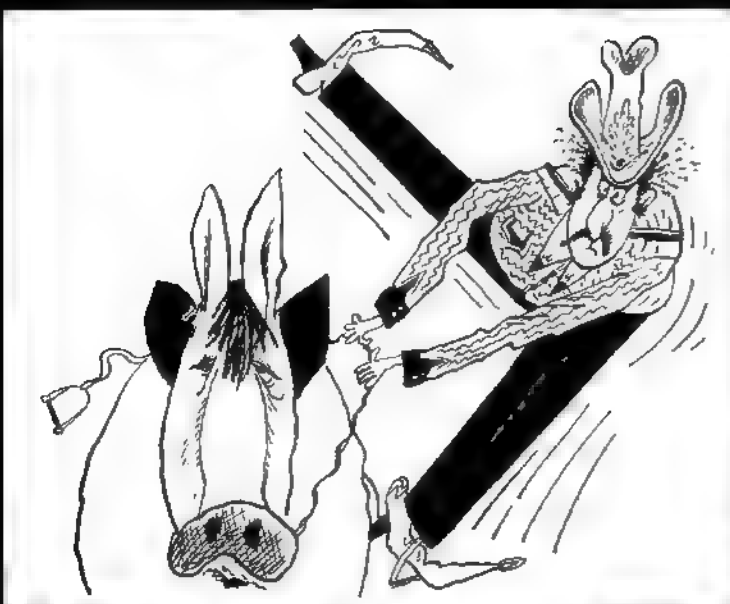
The Barf Bag



The Tea Bag



The Windshield Wiper



Fabric Softener



The "Hold" Button

SEE, OEE, AYE! DEPT.

Indiana Jones? Unforgettable! *E.T.*? A masterpiece! I've always introduced audiences to **exciting** new characters in **captivating** stories. Until now. This time, I've grabbed a few hundred ideas and put them on the screen as random peekaboo Easter eggs for 3 nanoseconds apiece. I used to create classics, but this uninvolving hodgepodge of IP Bingo is my...

Welcome to a reality unlike **anything** you've experienced! Here in 2045, we distract ourselves from a depressed economy by staring at screens made by **abusive corporations** and retreating into **fantasies** that mean more to us than our own empty lives...okay, maybe it's not **totally** unlike anything you've experienced.

It's called **the Hiatus**. It's worth a trillion dollars and was created by two men, **James Hideaway** and **Begdan Borrowed**. They showed us we can go **somewhere** without going **anywhere**. People join the Hiatus for all the things they can do, but **stay** for all the things they can **be**! And whoever wrote this **craptacular** script proved you can describe **everything** while saying **nothing**!

My real name is **Weird Whatsis**, but what matters is my online avatar, **Farcical**! He represents the limits of my imagination. He also makes it possible to talk to girls!

So you could have made your avatar look like **Chris Hemsworth**, but you went with **post-apocalyptic Ellen DeGeneres**? Way to go.

Goners, this is rush hour in New York City! The first player to drive from 6th Ave. to 8th Ave. in less than 45 minutes will be the winner! No one has ever done it!

Man, I love cameo spotting! I just saw **Hornbuckle**, a non-playable **Mortal Kombat** character! And **NO FREAKIN' WAY**, it's **See-Thru**, a robotic thief who appeared in just one episode of **ThunderCats**! And next to him...uh...who the heck is that?

It's **Dr. Jonas Salk**. He saved millions by developing the **pollo vaccine**.

Pfft!! I just inoculated myself against giving a crap!

Richard

MESSY LAYERED ONE

Helio, I'm James Hideaway, and if you're watching this, I'm dead. And if you **keep** watching this, you'll soon wish **you** were dead! I left this message to announce a contest, which I've dubbed "The Contest." Okay, maybe it's not an **Inspired** name, but...I'm dead!

Before I died, I created an Easter egg. The first person to find it will inherit my stock in this game, a half-trillion dollars, and control of the Hiatus. In the form of my avatar **Anowreck**, I created three keys with three hidden tests.

Oh look, a reclusive oddball genius sets up an ill-defined game where a worthy player can inherit control of his strange business empire if he can figure out his logic and survive the dangerous challenges! Tell me more!

Let's agree
This guy's me
In this film of no
imagination!
They just hacked
My whole act,
What a blatant
im-i-tation!

YEAH!

DAMN
RIGHT!

YOU TELL 'EM,
WONKA!

My name is Itch, and my friend Farical is the ultimate video game character! He's got the skills of Cortana, the fortitude of Kratos, and the personality of a Tetris brick!

Here are my other two online friends, **Mosquito** and **Shmoe**. Or maybe it's the other way around. Either way, you'll spend their roughly 6 minutes of time on screen **not wondering!**

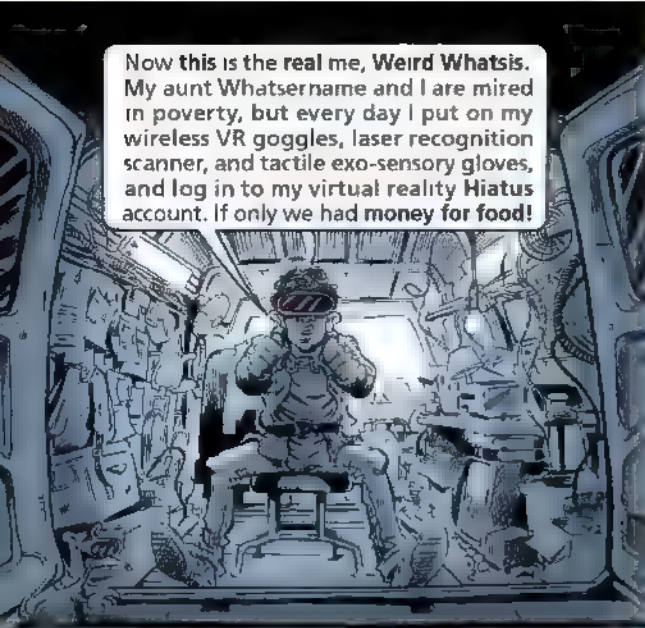
Yo!

'Sup!

Okay, that's enough out of you guys. I bet you all have great backstories in the novel version of this that I'm not going to read.

I'm Arty-Mess, and if you don't count thousands of fans busting a nut over the return of Iron Giant, I'm the love interest!

WRITER DES WOND DEVLIN
ARTIST TOM RICHMOND



Now this is the real me, **Weird Whatsis**. My aunt **Whatsername** and I are mired in poverty, but every day I put on my wireless VR goggles, laser recognition scanner, and tactile exo-sensory gloves, and log in to my virtual reality **Hiatus** account. If only we had money for food!



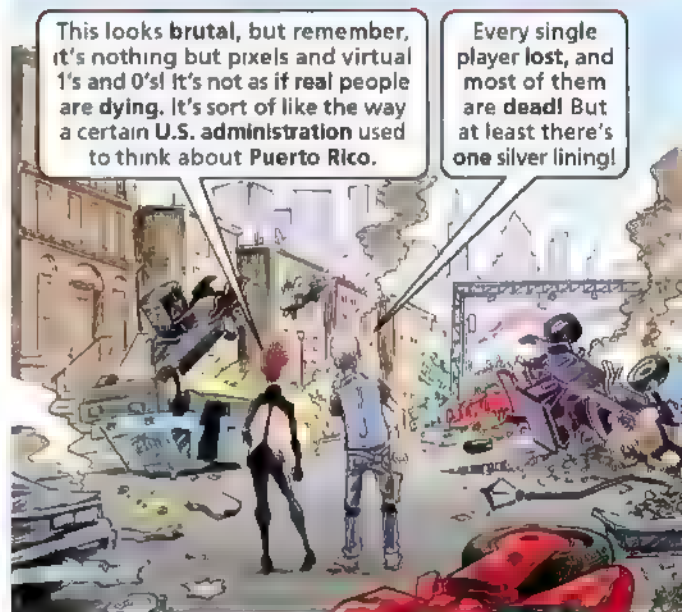
Arty-Mess is one of the greatest game players in the **Hiatus**, but hang on to your joystick for the twist...she's a **GIRL**! As an emotionally stunted white male gamer stereotype, I didn't know if I should ask her out or doxx her. Unfortunately, my understanding of romantic relationships comes from watching **Princess Peach** get kidnapped by **Bowser**!



I know I just met you, yet I...I love you. Sort of like how I love **Jessica Rabbit**. I know she's not real, yet I get so excited thinking about her **enormous--**

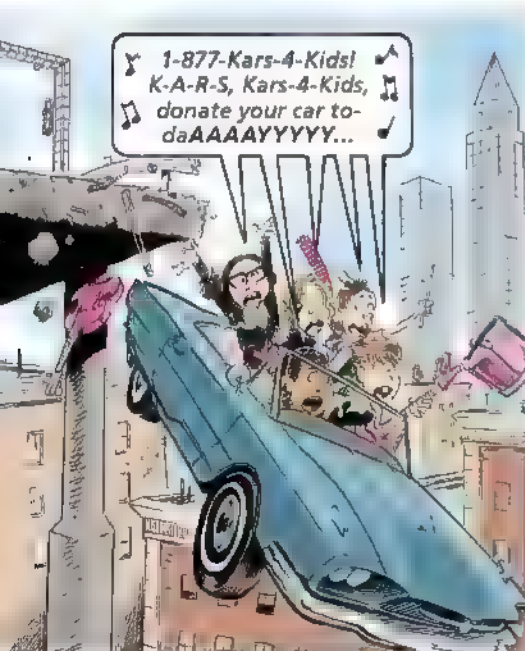
Ew! Are you kidding me? That is **beyond repulsive!** Objectifying women is one thing, but to lust after an artificial character construct--

I was going to say, "I get so excited thinking about her **enormous** love for **Roger**."

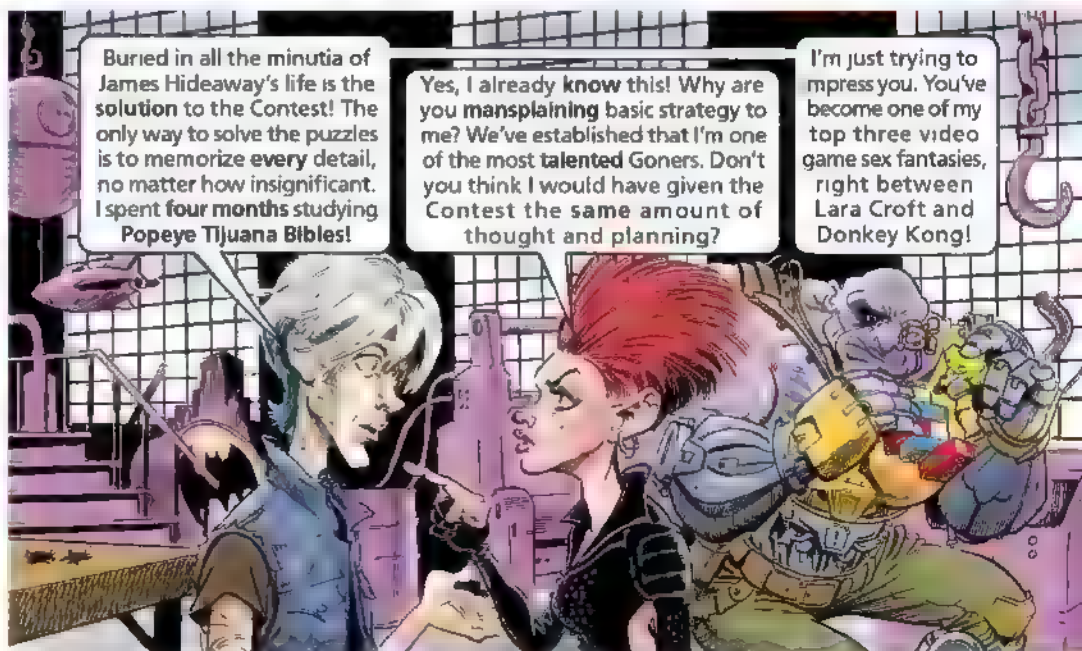


This looks brutal, but remember, it's nothing but pixels and virtual 1's and 0's! It's not as if real people are dying. It's sort of like the way a certain U.S. administration used to think about **Puerto Rico**.

Every single player lost, and most of them are **dead!** But at least there's one silver lining!



1-877-Kars-4-Kids! K-A-R-S, Kars-4-Kids, donate your car to-daAAAAYYYYYY...



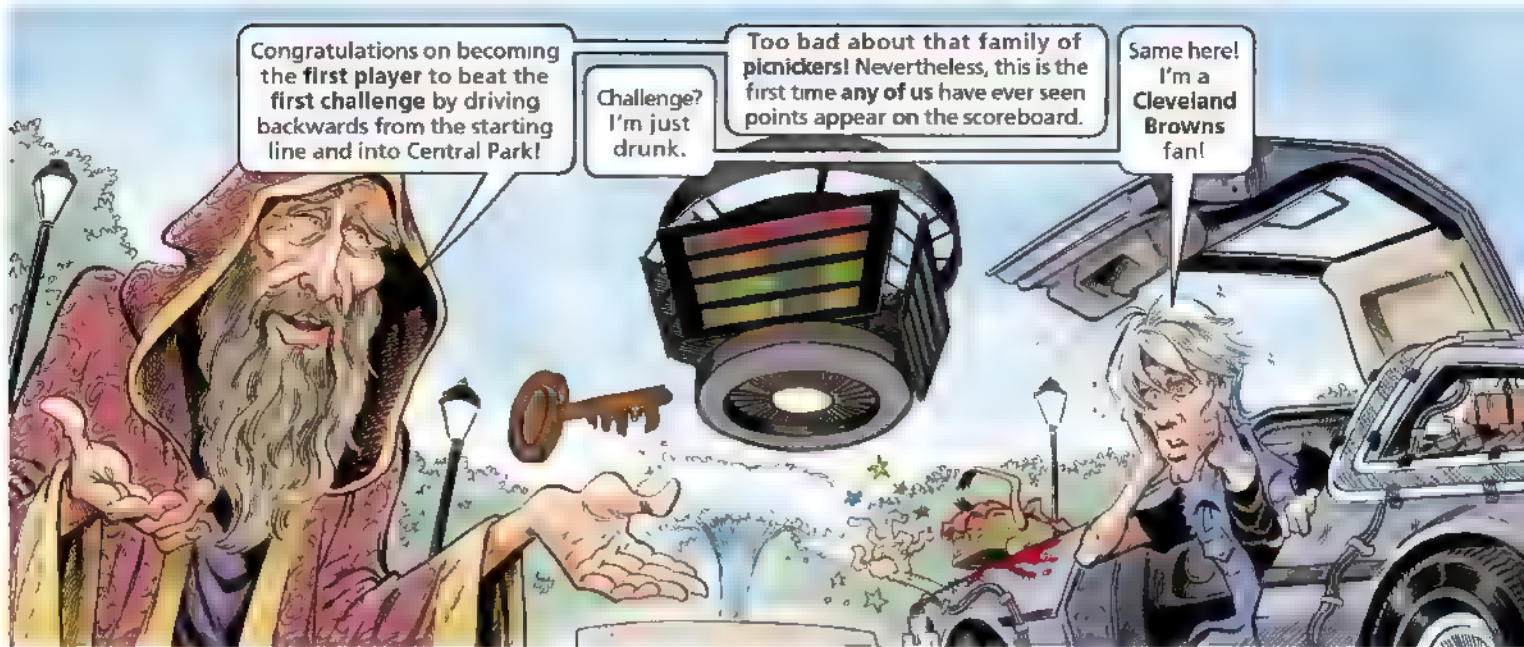
Buried in all the minutia of **James Hideaway**'s life is the solution to the **Contest**! The only way to solve the puzzles is to memorize every detail, no matter how insignificant. I spent **four months** studying **Popeye Tijuana Bibles**!

Yes, I already know this! Why are you **mansplaining** basic strategy to me? We've established that I'm one of the most **talented Goners**. Don't you think I would have given the **Contest** the same amount of thought and planning?

I'm just trying to impress you. You've become one of my top three video game sex fantasies, right between **Lara Croft** and **Donkey Kong**!



"I'm trying to save water by peeing in the shower, but all these extra showers seem wasteful."

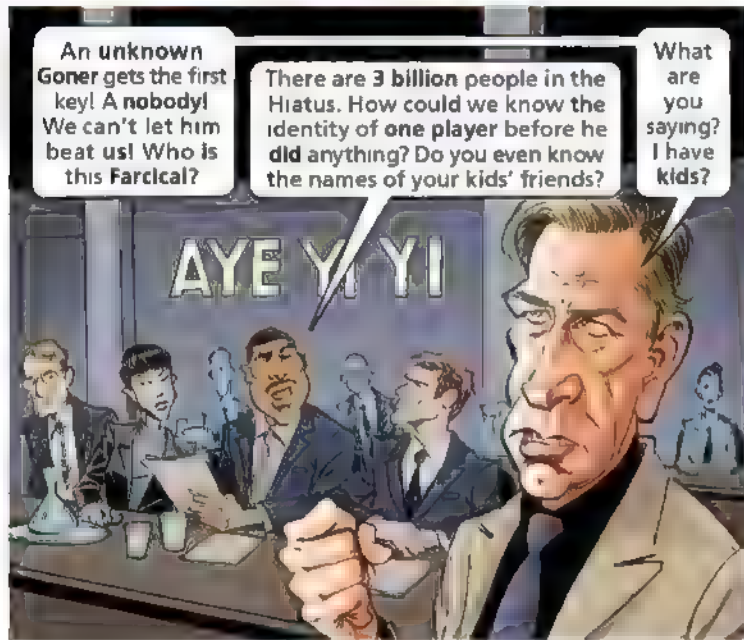


Congratulations on becoming the first player to beat the first challenge by driving backwards from the starting line and into Central Park!

Challenge? I'm just drunk.

Too bad about that family of picnickers! Nevertheless, this is the first time any of us have ever seen points appear on the scoreboard.

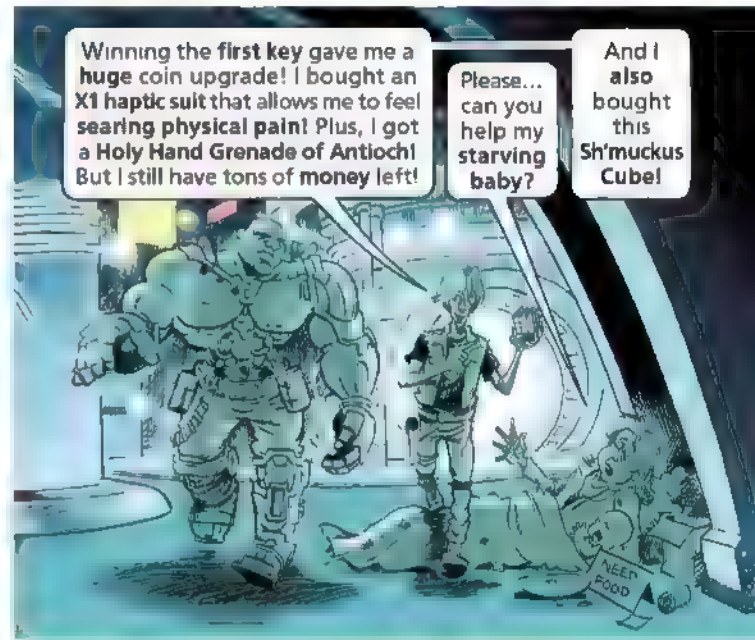
Same here! I'm a Cleveland Browns fan!



An unknown Goner gets the first key! A nobody! We can't let him beat us! Who is this Farclcal?

There are 3 billion people in the Hiatus. How could we know the identity of one player before he did anything? Do you even know the names of your kids' friends?

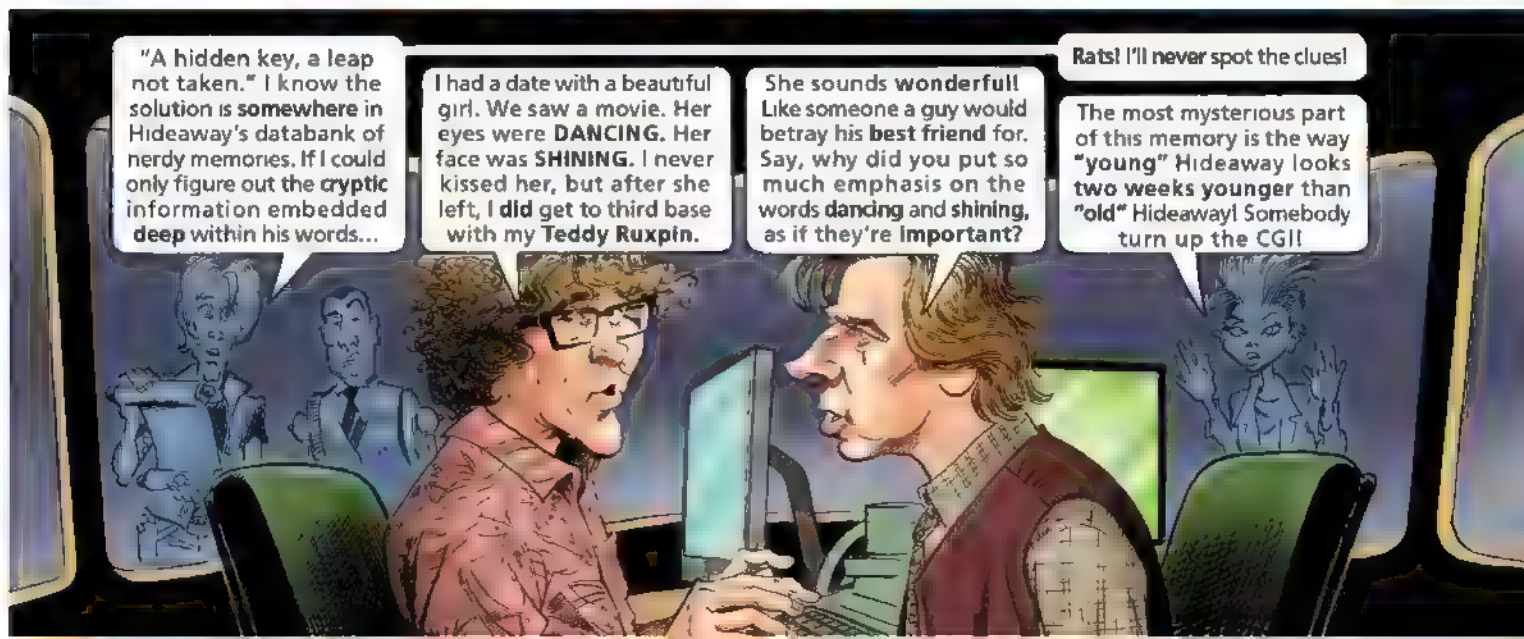
What are you saying? I have kids?



Winning the first key gave me a huge coin upgrade! I bought an X1 haptic suit that allows me to feel searing physical pain! Plus, I got a Holy Hand Grenade of Antioch! But I still have tons of money left!

Please... can you help my starving baby?

And I also bought this Sh'muckus Cubel!



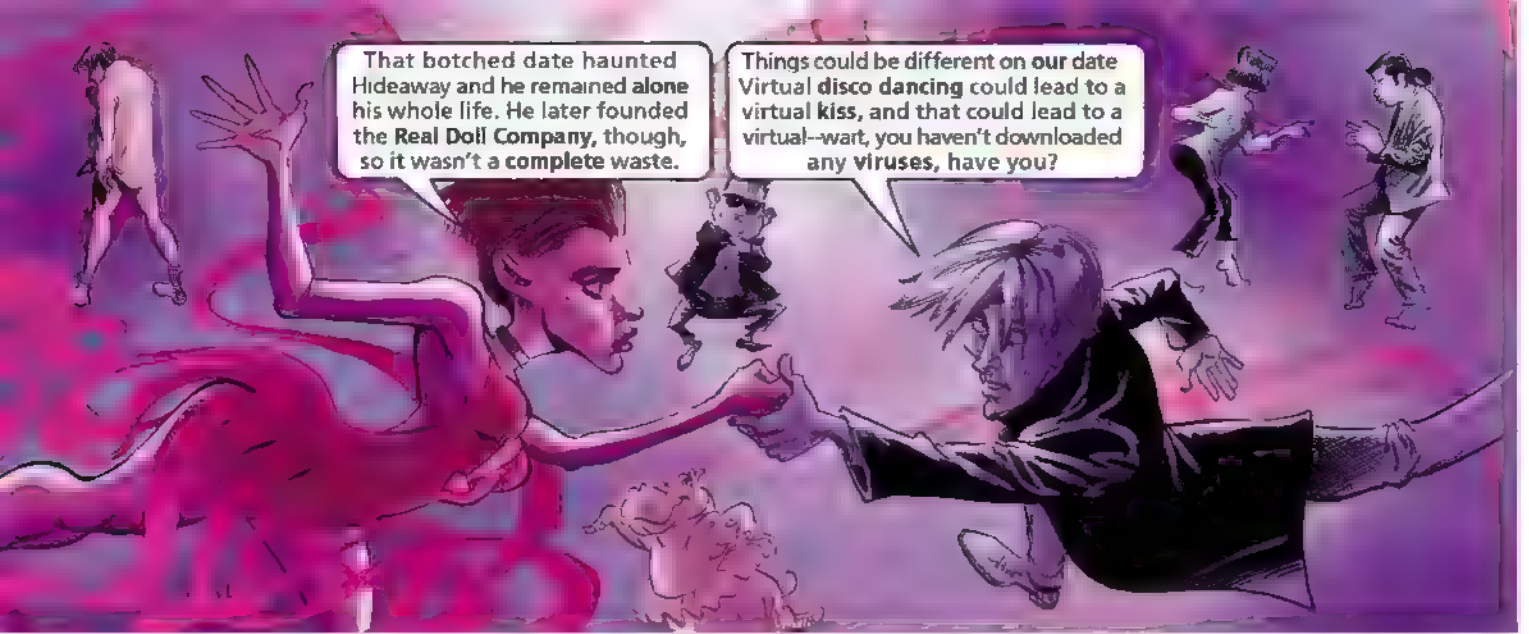
"A hidden key, a leap not taken." I know the solution is somewhere in Hideaway's databank of nerdy memories. If I could only figure out the cryptic information embedded deep within his words...

I had a date with a beautiful girl. We saw a movie. Her eyes were DANCING. Her face was SHINING. I never kissed her, but after she left, I did get to third base with my Teddy Ruxpin.

She sounds wonderful! Like someone a guy would betray his best friend for. Say, why did you put so much emphasis on the words dancing and shining, as if they're important?

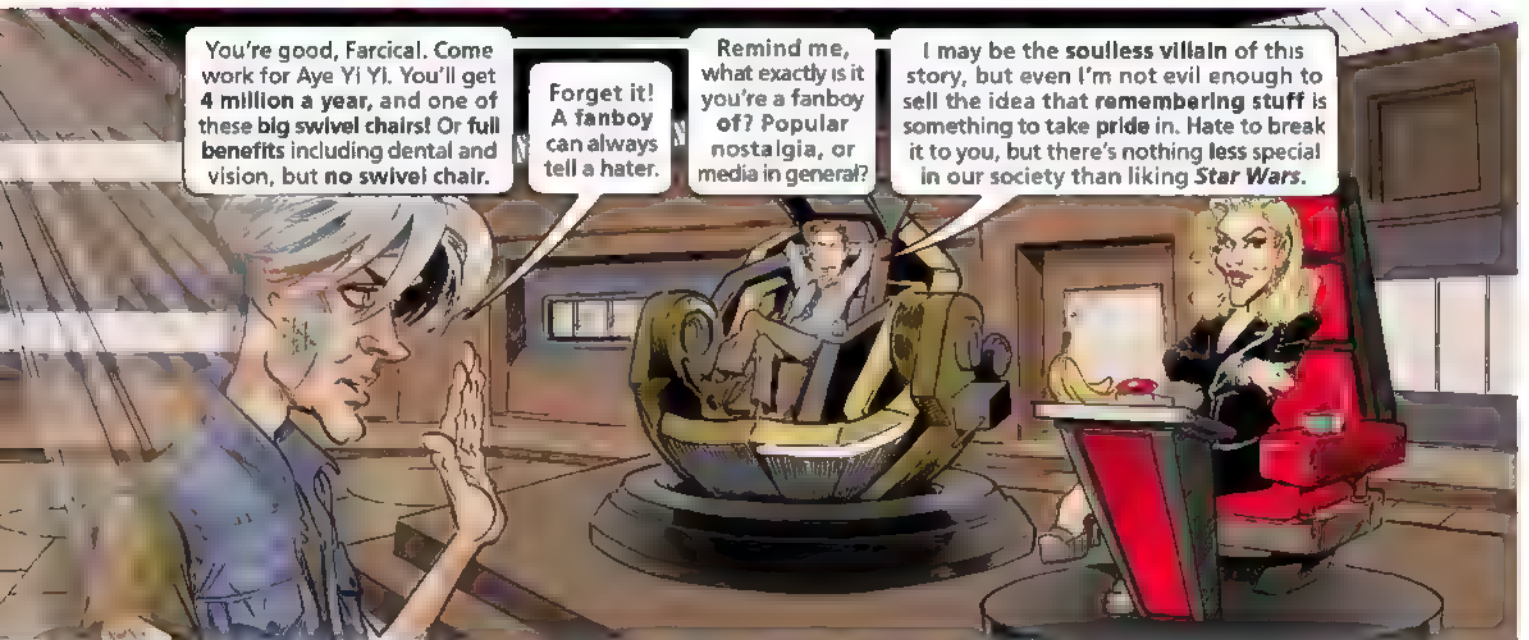
Rats! I'll never spot the clues!

The most mysterious part of this memory is the way "young" Hideaway looks two weeks younger than "old" Hideaway! Somebody turn up the CGI!



That botched date haunted Hideaway and he remained alone his whole life. He later founded the Real Doll Company, though, so it wasn't a complete waste.

Things could be different on our date. Virtual disco dancing could lead to a virtual kiss, and that could lead to a virtual wart, you haven't downloaded any viruses, have you?

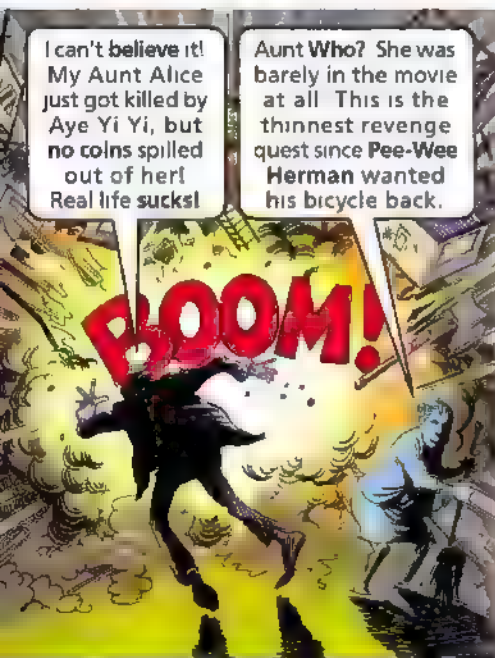


You're good, Farcical. Come work for Aye Yi Yi. You'll get 4 million a year, and one of these big swivel chairs! Or full benefits including dental and vision, but no swivel chair.

Forget it! A fanboy can always tell a hater.

Remind me, what exactly is it you're a fanboy of? Popular nostalgia, or media in general?

I may be the soulless villain of this story, but even I'm not evil enough to sell the idea that remembering stuff is something to take pride in. Hate to break it to you, but there's nothing less special in our society than liking *Star Wars*.



I can't believe it! My Aunt Alice just got killed by Aye Yi Yi, but no coins spilled out of her! Real life sucks!

Aunt Who? She was barely in the movie at all. This is the thinnest revenge quest since Pee-Wee Herman wanted his bicycle back.



Welcome to the rebellion, which is currently three people. Unless my gardener Phil changed his mind?

We fight against the Hiatus by playing it all the time, um...just like everyone else. Anyway, this is the real me. I knew you'd be disappointed with the way I look.

You mean that skin blotch? Puh-leeze! Never mind about you, most gamers would give their left nut just to sext with the blotch! Best of all, it's a perfect match for a map of Narnia!

Nah.



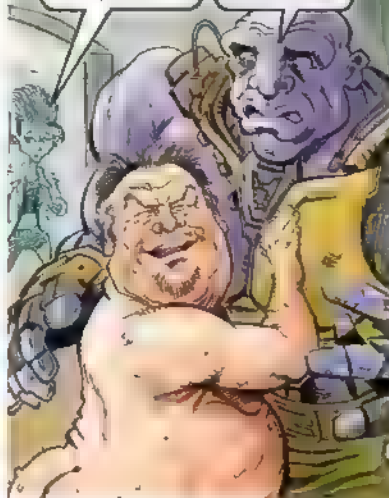
The second key is in Hideaway's favorite movie: *The Shining*! But they never should have put two little girls in charge of this year's blood drive!

They'll need about 46,000 lemons to get the stains out of this unsettlingly designed carpet!



Ewww! It's the rotted old lady from the bathroom scene!

Actually, I think it's present-day Jack Nicholson!



Wart, somehow we've morphed inside *The Breakfast Club*. What happened?

I realized I was taking an unacceptable risk by showing my audience a scene from a much, much better movie!



Hey, I think we're in *Good Morning, Vietnam*!

That's good!

That's bad!

Now we're talking!

CRAP!

Wait, it's *Platoon*.

Hold on, maybe it's *George of the Jungle*?

Nope, it's *Apocalypse Now*.

CHARLIE DONT SURF.

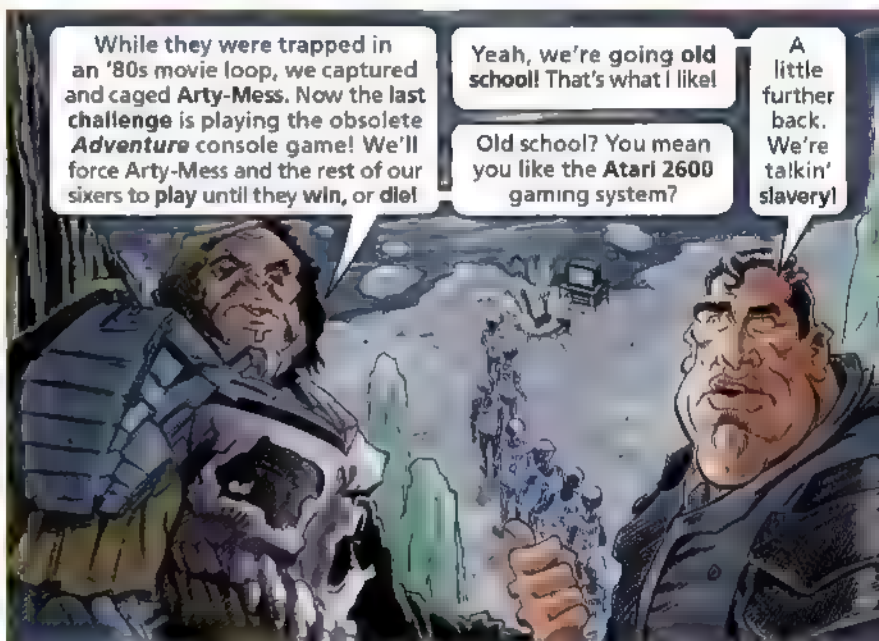


While they were trapped in an '80s movie loop, we captured and caged Arty-Mess. Now the last challenge is playing the obsolete *Adventure* console game! We'll force Arty-Mess and the rest of our sixers to play until they win, or die!

Yeah, we're going old school! That's what I like!

Old school? You mean you like the Atari 2600 gaming system?

A little further back. We're talkin' slavery!



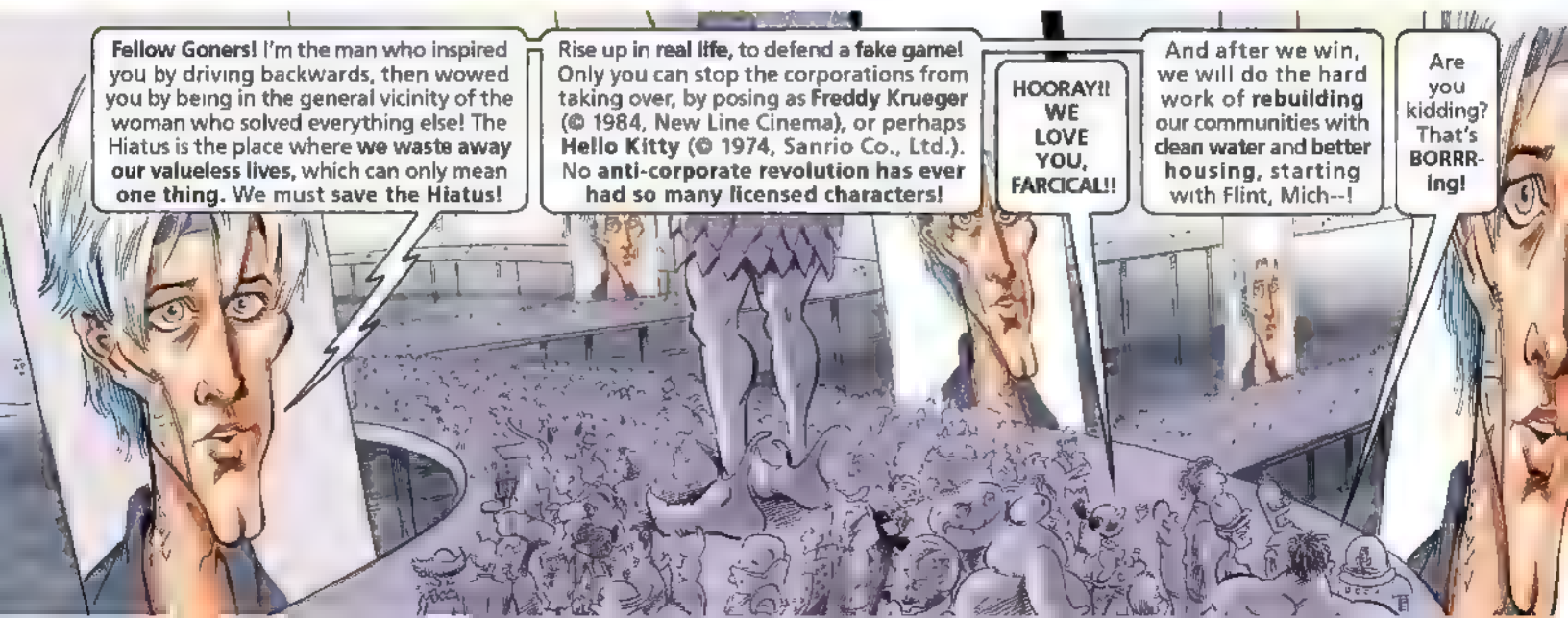
Fellow Goners! I'm the man who inspired you by driving backwards, then wowed you by being in the general vicinity of the woman who solved everything else! The Hiatus is the place where we waste away our valueless lives, which can only mean one thing. We must save the Hiatus!

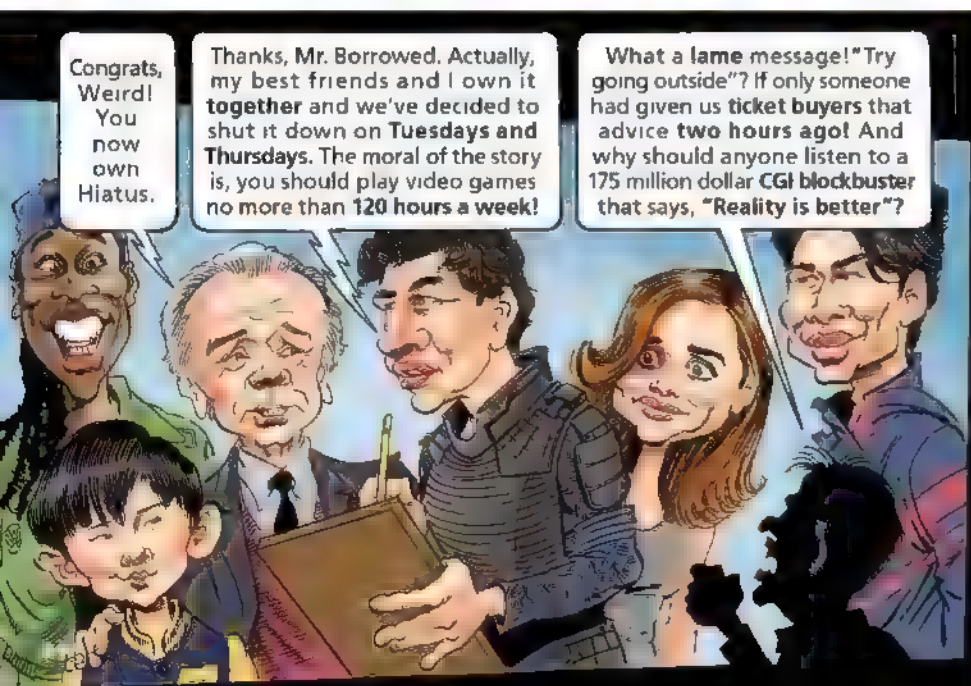
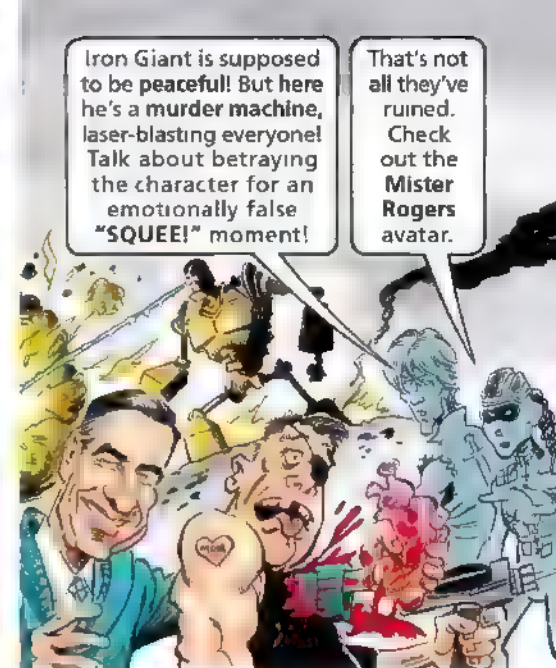
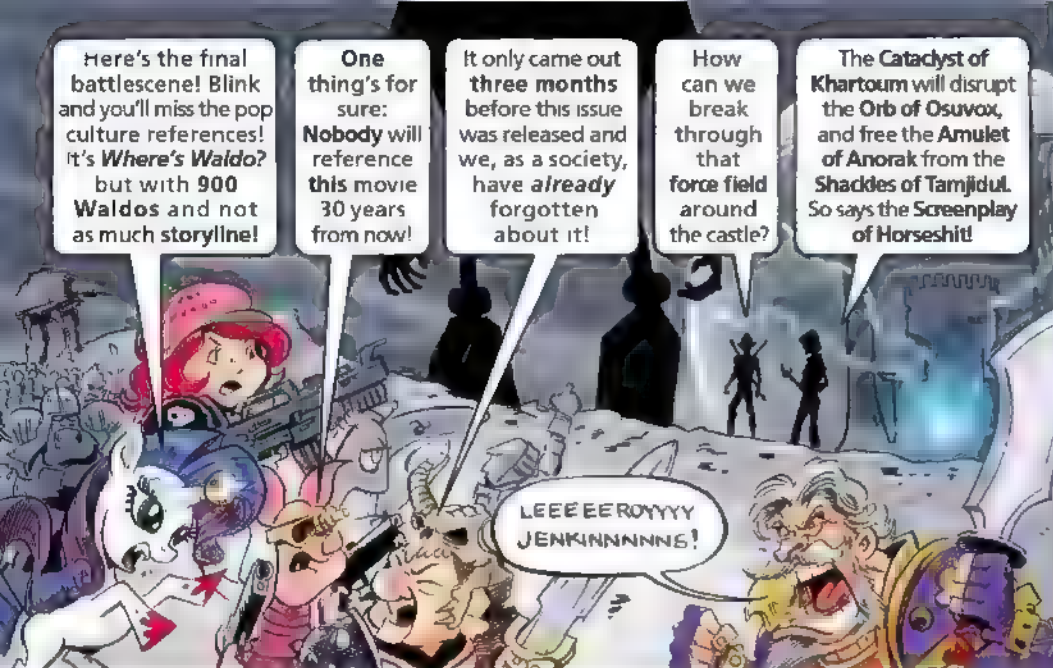
Rise up in real life, to defend a fake game! Only you can stop the corporations from taking over, by posing as Freddy Krueger (© 1984, New Line Cinema), or perhaps Hello Kitty (© 1974, Sanrio Co., Ltd.). No anti-corporate revolution has ever had so many licensed characters!

HOORAY!! WE LOVE YOU, FARCICAL!!

And after we win, we will do the hard work of rebuilding our communities with clean water and better housing, starting with Flint, Mich--!

Are you kidding? That's BORRR-ing!





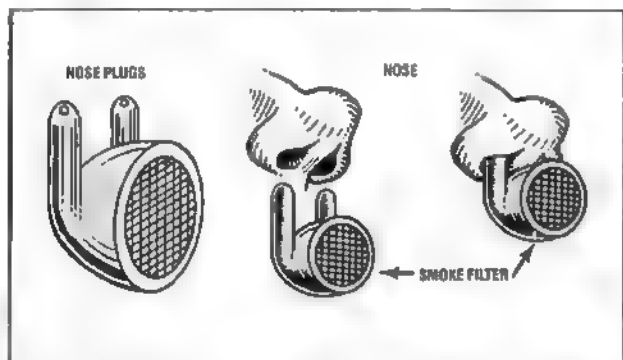


When it comes to new inventions, all we ever hear about are the super sophisticated, high-tech marvels of industry, aerospace, defense, and so on. But for most of us, this is meaningless. After all how often do we have a need for a microprocessor-driven, laser-guided, ingot-splitting device? For the kinds of problems we face, we would much rather have (and desperately want!) these...

LOW-TECH INVENTIONS FOR EVERYDAY NEEDS

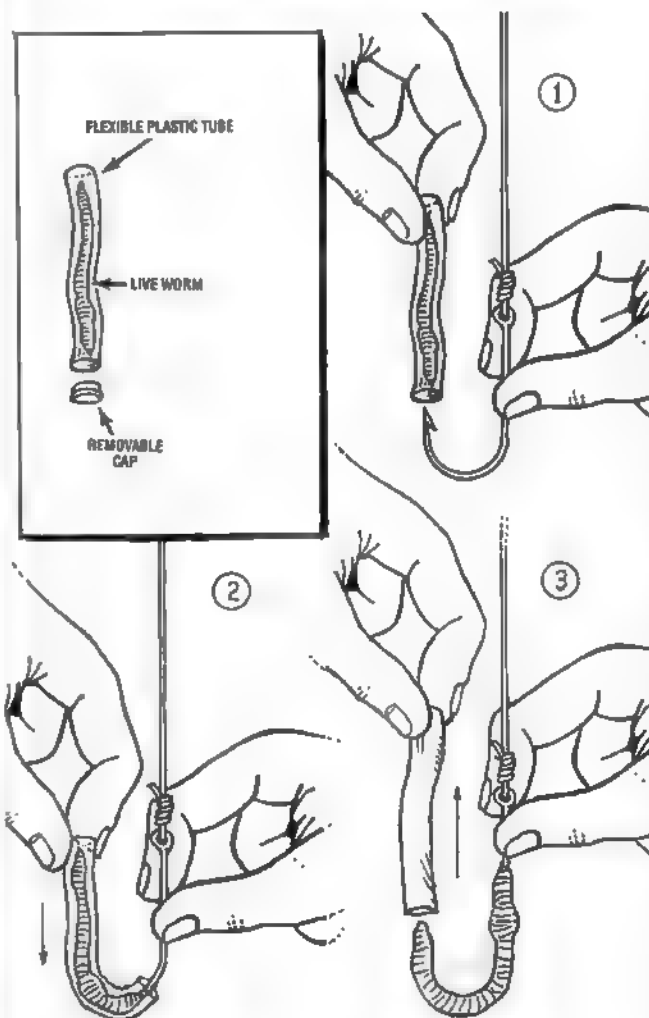
WRITER & ARTIST AL JAFFEE

THE NOSE HOSE



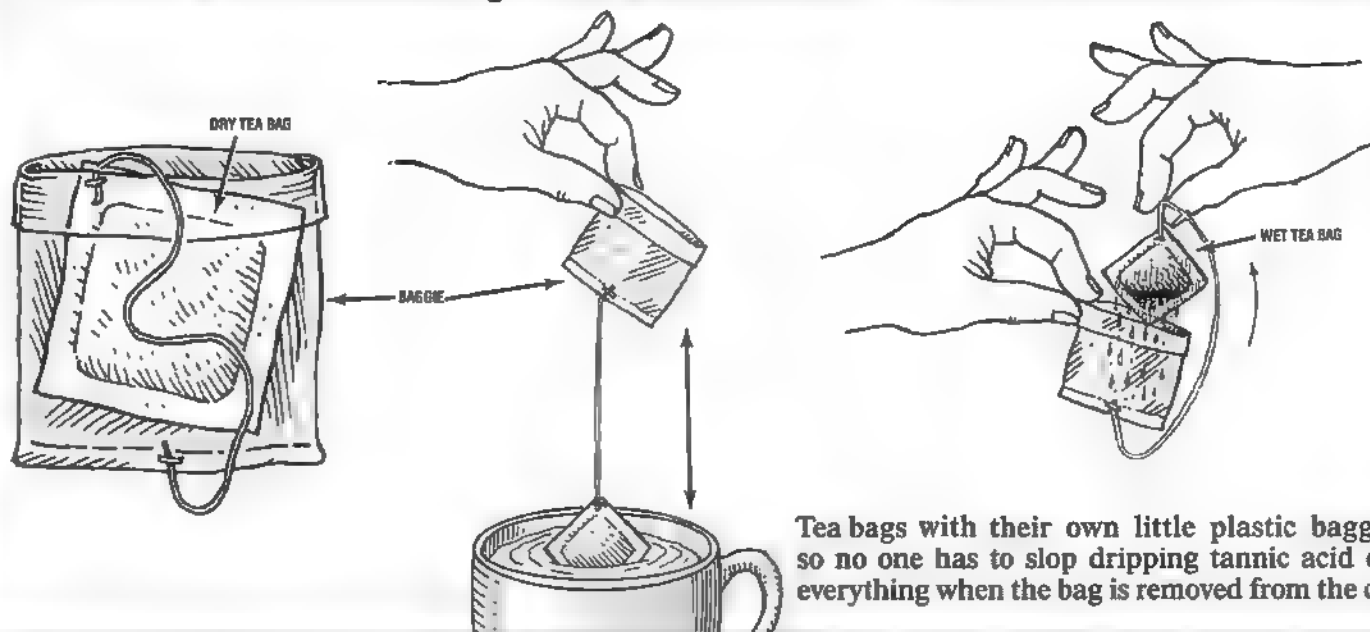
Simple, easy to wear nose plug filters smoke for people who can't avoid being in smoke-filled rooms.

THE FASTER MASTER BAITER



Fishing worms sold in soft plastic tubes. Queasy people can then place them on hooks without touching them.

THE NO SNAG, NON-SAG TEA BAG BAG



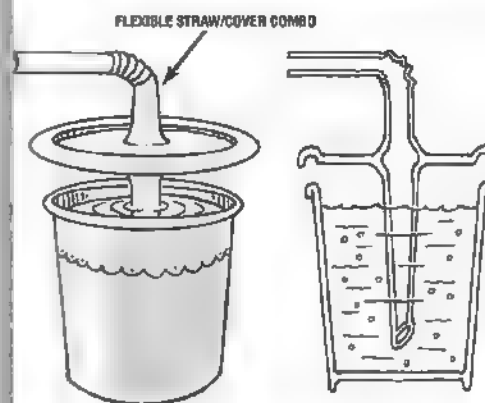
Tea bags with their own little plastic baggies, so no one has to slop dripping tannic acid over everything when the bag is removed from the cup.

THE BATHROOM "BLASTER" MASKER



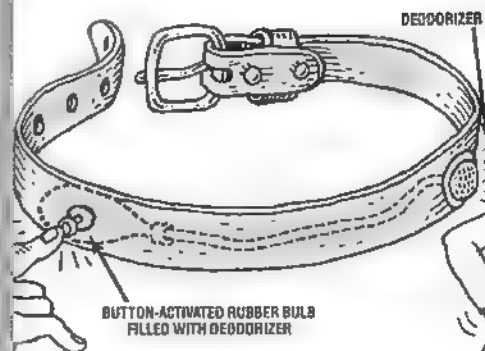
A spring-operated cassette player for attachment to bathroom doors in small apartments. Drowns out sounds that may embarrass company.

THE HIP NO -



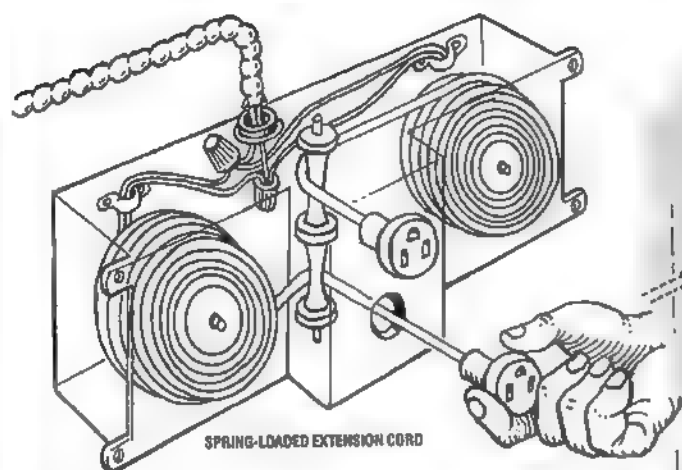
Take-out soda cup covers with built-

THE STENCH

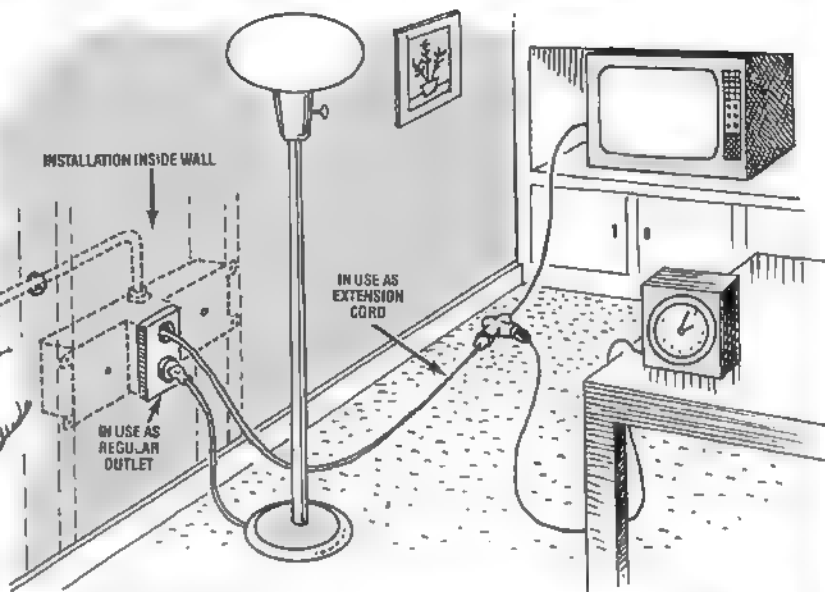


A belt that, at the push of a that mask foul smells when

THE INSET OUTLET EXTENDER MENDER



Electric wall outlets with built-in spring coiled extension cords that can be used as both ordinary outlets and also as extension cords when needed.



DRIP SIPPER



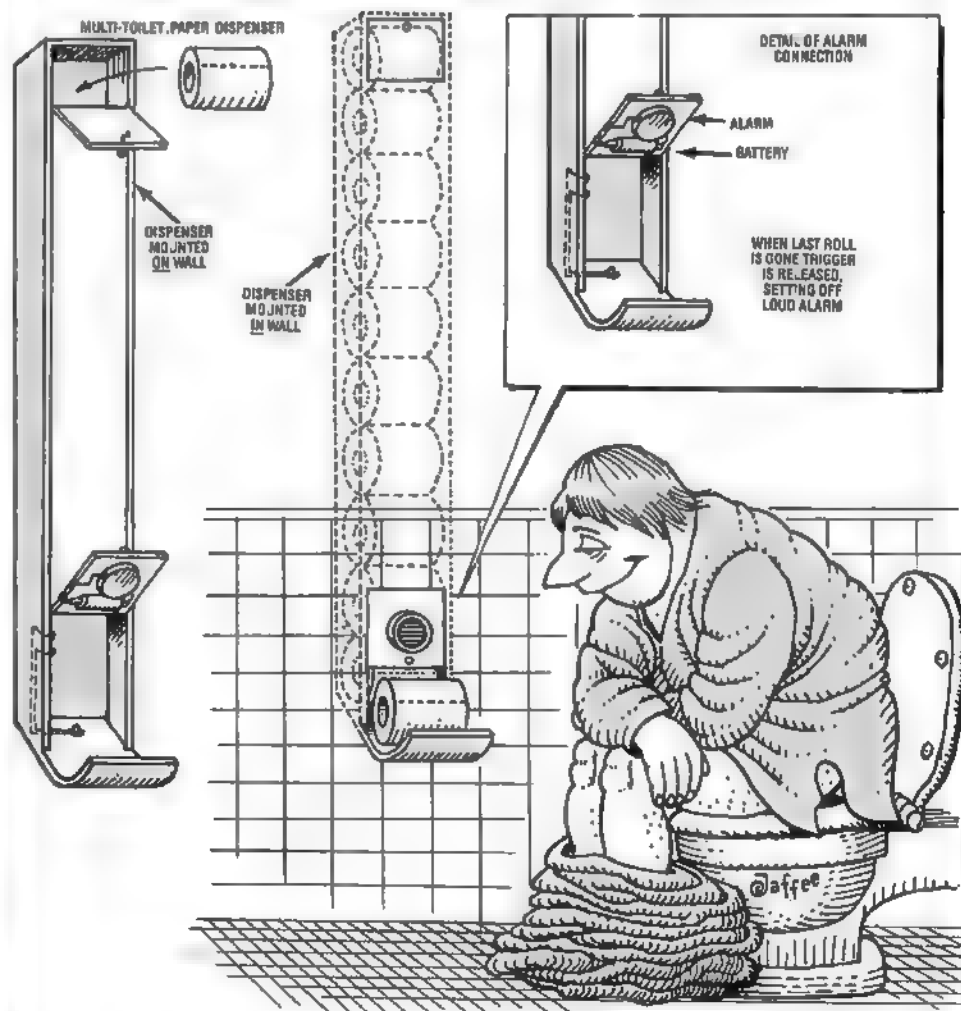
in straws for safe use while driving.

QUENCHER

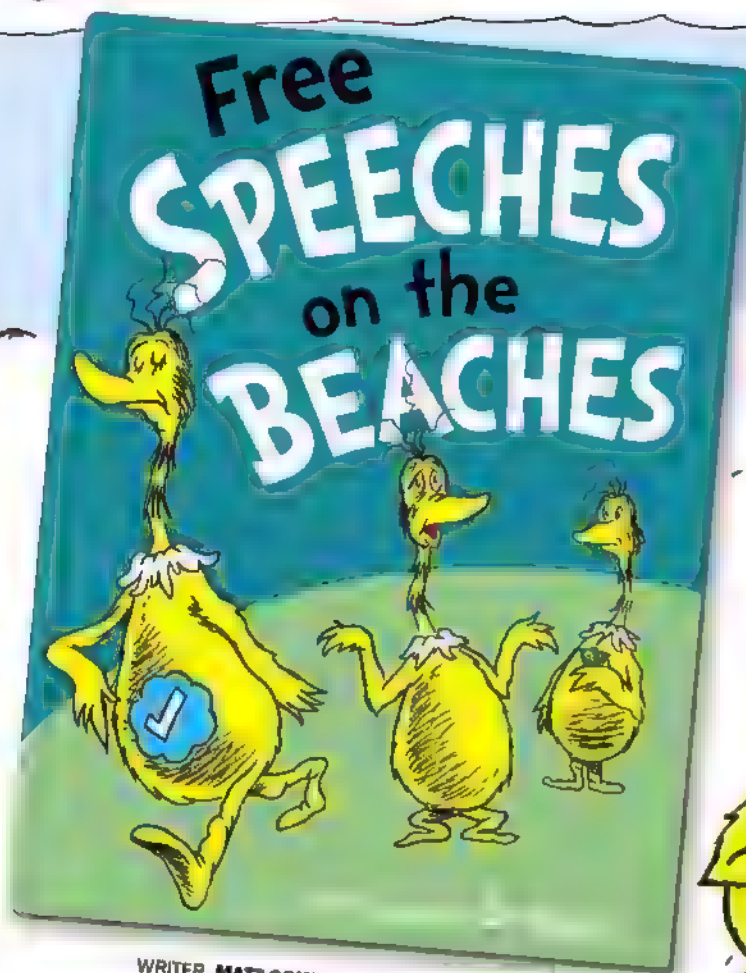


button, releases strong deodorants stuck in a hot crowded place.

THE NO-PANIC PAPER PURVEYOR



A large toilet paper dispenser that stocks a whole year's supply. The last roll is connected to a loud voice alarm that warns people not to sit down and start if the dispenser has not been refilled.



WRITER MATT COHEN ARTIST MARC PALM

When the Verified Speeches
Had checks that were blue
It made the Free Speeches
Want blue check marks too.

Their check envy was weird and their logic was flawed
Since the checks were just there to protect them from fraud.

Then one day at the beach there arrived a strange gent
Riding in a green car that he didn't invent.
He said, "I'm Elon Musk. Do you crave respect?
Well, for just 20 bucks your names will be checked!
No check! New check!
Gold check! Blue check!
All Trolls wanting check marks are hereby approved!
Soon 'Elites' will pay me to have theirs removed!"

Despite the fact that he was super rich
Elon's first day started off with a hitch.
His quip that "Comedy is legal again" spurred
An alarming spike in the use of the N-word.



To make sure no one's feelings were spared
Elon Musk then loudly declared:

"I do not like when hate speech is suppressed.
Hate speech is free speech, which makes it the best.
The meaning of 'free speech' from this moment hence is
That you're free to harass without consequences!
Make slurs against Jews! Make slurs against Blacks!
Make slurs against women—I've got your backs!"

"Next go after the gays and then target the trans folks.
When your words lead to violence, say 'It was just jokes.'
Yes, you're free to bully any minority...
But don't you ever dare to make fun of ME!
For that grave offense I'll make sure that you're banned.
What part of 'free speech' do you not understand?"

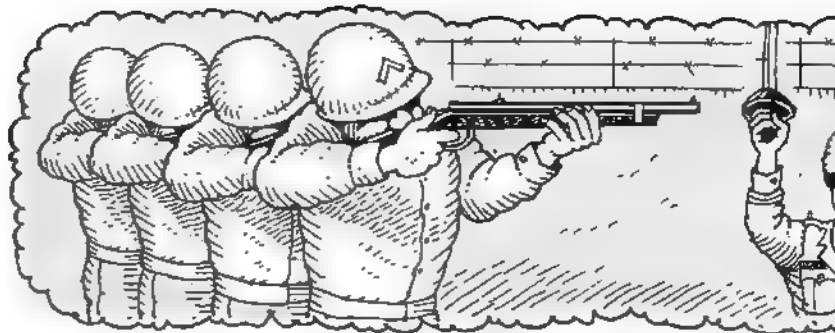


Yet the press called him names like "vain" and "inept"
So Musk left the Free Speeches with nothing except
The lingering smoke from the money he'd burned
And the sad, sad, sad stench of the lessons unlearned.
Free Speeches still could not see what was clear from the start:
That being worth billions does NOT make you smart.



AN EMBARRASSMENT OF RICHARD'S DEPT.

Computers do a lot of useful things, but they're so predictable—punch some keys, get a printout. Big deal! But what if you used a computer and fire shot out! Wouldn't that be exciting! Well, no—unless it happened to your friend's computer! And it can—along with some other little gags—when you order from...

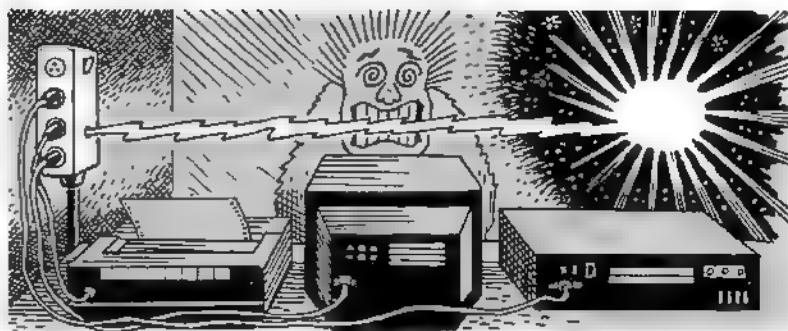


MAD's catalogue of Practical Joke FOR THE COAMP

Mr. Sparky Spike Protector

This little baby really does work like a spike/surge protector, but to keep your friends guessing, it also occasionally shoots a powerful spark three feet across the room! Watch out little kitties!

#505ZZZZT \$39.95
#565ZZZZT (Special 6 ft. spark model) \$89.95



Paper Feeder Shredder

This handy little device attaches to the paper bail on any computer. Three hidden miniature razor blades slice the finished copy as it comes out of the printer. Drives people nuts!

#417RPPP \$19.95



Dizzy Daisy Wheel

No matter what your unsuspecting victim prints, it comes out garbage because the new Dizzy Daisy Wheel spins freely and just prints letters at random! You'll laugh your head off when the tired operator finally prints out his finished manuscript—and discovers 300 pages of gibberish!

#77WHEE..... \$59.95

Super Dizzy Daisy Wheel—same fun, but the gibberish is in a foreign language!

#87WHEE..... \$78.95





Items PUTER

Spelling Unchecker

This electronic marvel picks about four words out of every 1,000 and carefully mis-spells them. A millyum laughs! You get the pitcher! (Works with any word processing program.)

#2809MESS \$99.95

WEBSTER DICTIONARY
Spelling Department

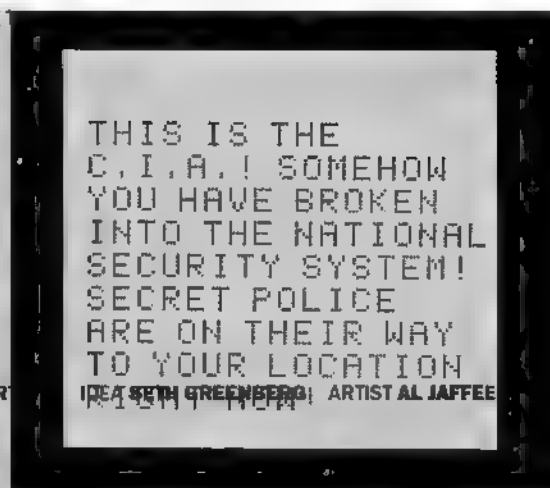


ORIGINALLY PUBLISHED IN MAD #292, JAN. 1990



Disk With Hidden Message From The C.I.A.

Lots of laughs will come your way when you give your friends this new "blank" disk to try! It actually contains a hidden program! And at a random time when your friend is computing, his screen will suddenly flash:



A million laughs!

#912 SPOOK \$10.95

WRITER DICK DEBARTOLO IDEA SETH GREENBERG ARTIST AL JAFFEE



Computer Paper Laugh Riot

This paper looks like standard-sized paper measuring 8½ x 11", but the perforations only measure 10¼"! No document will ever come out right! And you won't believe the racket the printer makes as it rips the paper apart trying to make new holes!

#117RUIN (1,000 sheets) \$29.95

We suggest you also order:

#118 Printer Repair Kit (Specify model) \$199.95

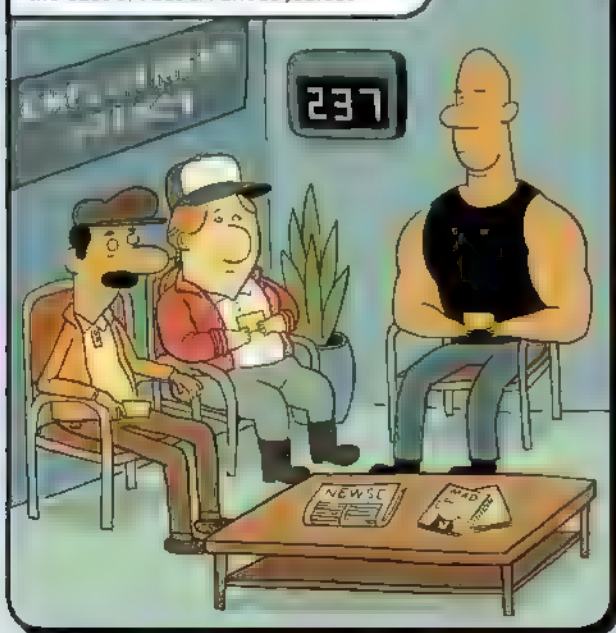


With robots working in factories, hospitals and even police departments — somebody has to detonate those bombs — many say that the future of job automation is already here. But in the years to come, we'll see advances that will make our current sci-fi dystopia seem positively quaint! Don't believe us? Just tell your cybernetic butler to read you this piece we like to call...

THE FUTURE OF.

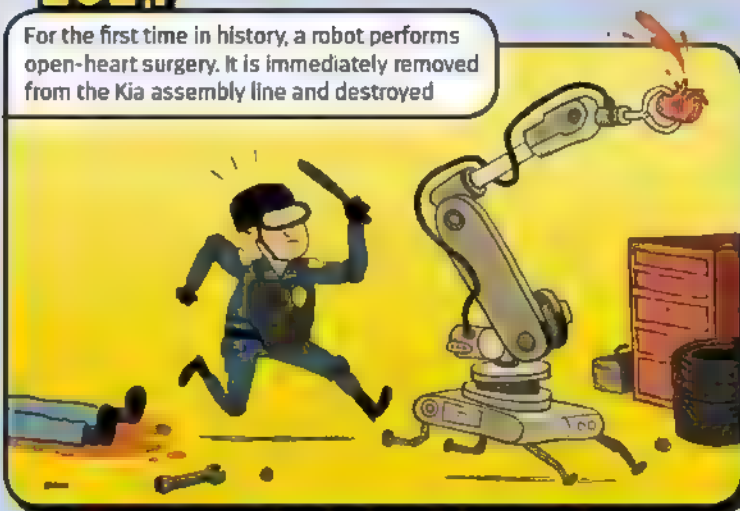
2019

Automobiles become completely self-driving — leaving cabbies, truckers and the cast of *Fast & Furious* jobless



2024

For the first time in history, a robot performs open-heart surgery. It is immediately removed from the Kia assembly line and destroyed



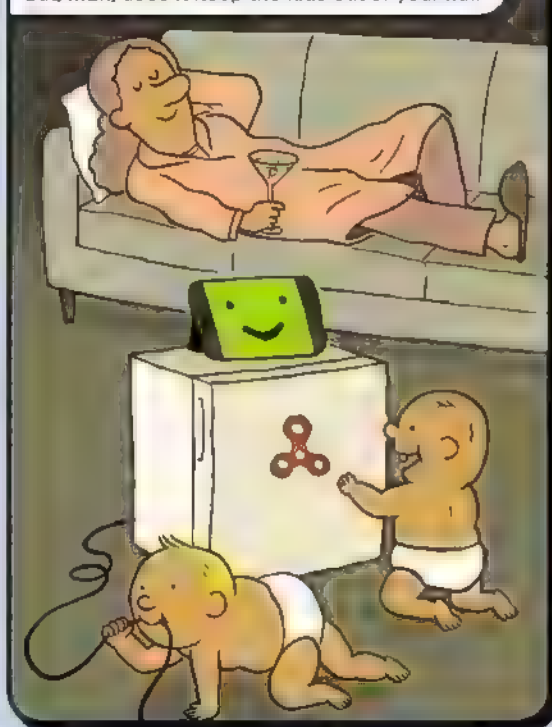
2025

McDonald's staff becomes fully automated — leading to higher profits, shorter wait times and a dramatic uptick in customers finding lugnuts in their Big Macs



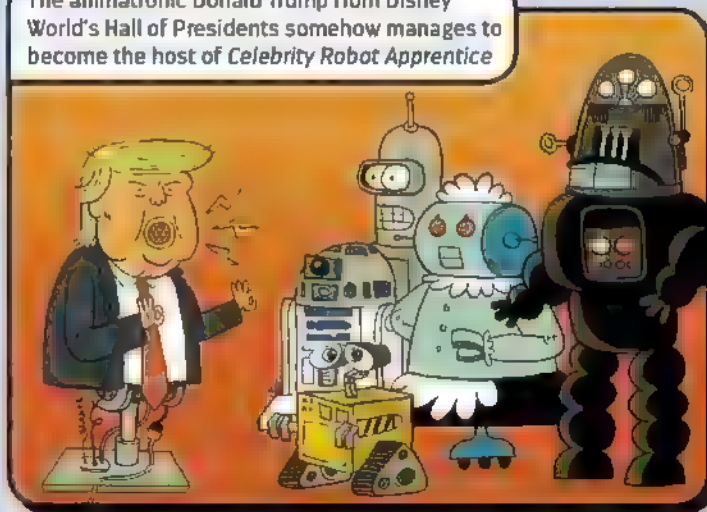
2022

Childcare is revolutionized with the advent of the Robo-Nanny. Sure, it's just a mini-fridge, an iPad and a fidget spinner welded together — but, man, does it keep the kids out of your hair!



2028

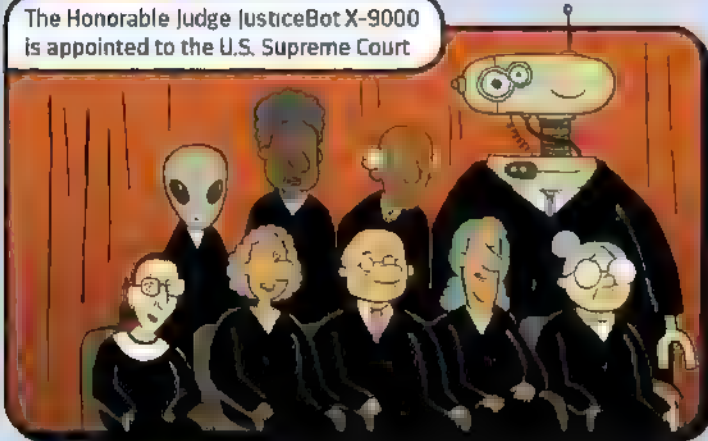
The animatronic Donald Trump from Disney World's Hall of Presidents somehow manages to become the host of *Celebrity Robot Apprentice*



JOB AUTOMATION

2032

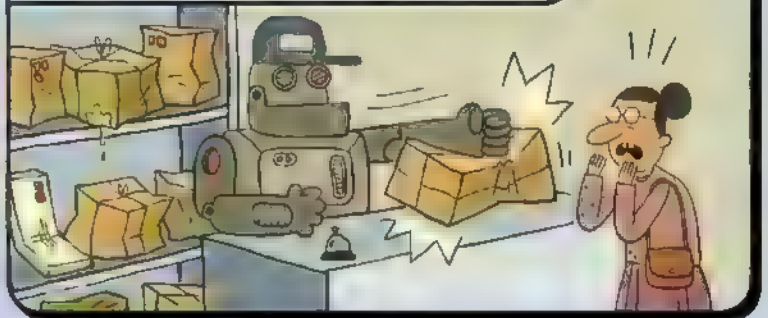
The Honorable Judge JusticeBot X-9000 is appointed to the U.S. Supreme Court



2038

WRITER KENNY KEIL ARTIST JOHN MARTZ

The U.S. Postal Service introduces The Demolisher, an automaton capable of destroying fragile packages with 10 times the efficiency of a human mail carrier



2033

Human police officers are replaced with patrol drones, resulting in some of the weirdest episodes of Law & Order yet



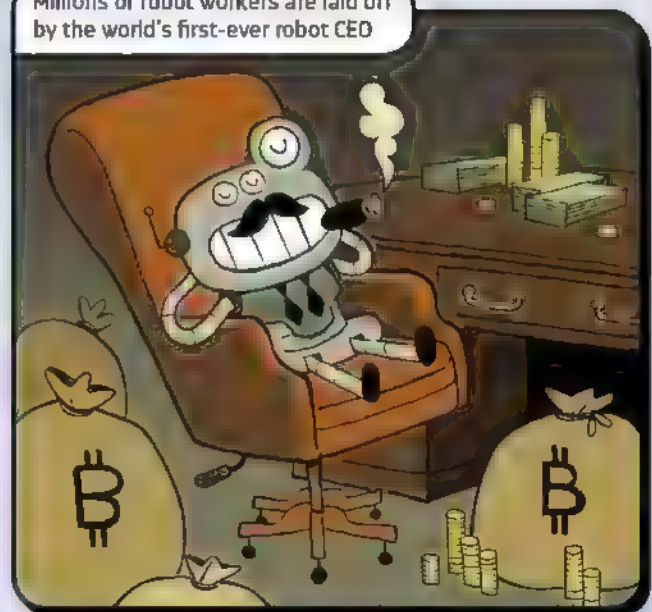
2039

For the first time in baseball history, a robot plays in the World Series. Unfortunately, its settings accidentally get switched from "Pitcher" to "Belly Itcher" in the seventh inning, resulting in a devastating upset



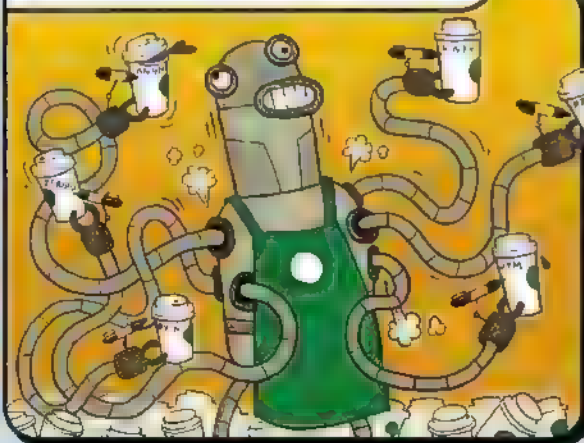
2043

Millions of robot workers are laid off by the world's first-ever robot CEO



2036

Starbucks develops a robotic barista that can misspell up to 120 customer names per hour



ORIGINALLY PUBLISHED IN MAD #550 APR 2018

» If you've been spending pretty much every waking minute of every day at your computer emailing, instant messaging, flaming, flirting, posting, networking, webcasting, illegally downloading and one-handed web surfing...

MAD'S 50 WORST THINGS

1 »



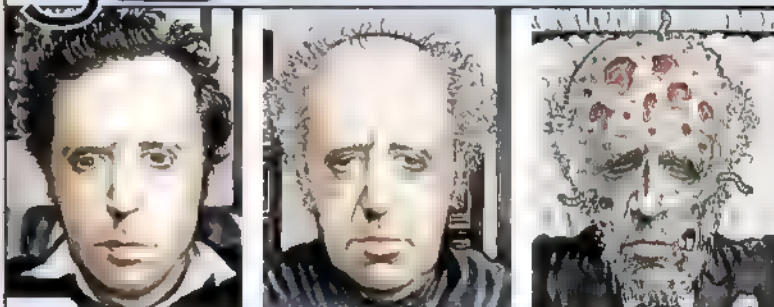
The one person in a billion who actually orders the "miracle" penis enlargement pills — guaranteeing we'll all continue to be bombarded with spam for them until the next 1-in-a-billion mook comes along.

2 »

3 »

4 »

5 »



That douche-bomb who took a picture of himself every day for six years and posted it on YouTube. Hey, skippy, the only video of you we want to see is a montage of 2,190 daily shots of your occupied casket.

6 »

7 »

8 »



"Gaming" websites, where the *biggest gamble* is sharing your credit card information with an offshore entity exempt from any U.S. laws, then playing games programmed by the house, which operates under no casino authority or commission rules whatsoever. Now *THAT'S* gambling!

ng, blogging, bidding, buying, browsing, buffering, gaming, gawking, gossiping, dating, chatting,
ng, you might want to take a few minutes to see why we've been doing the same things — to research...

ABOUT THE INTERNET

9»

10»

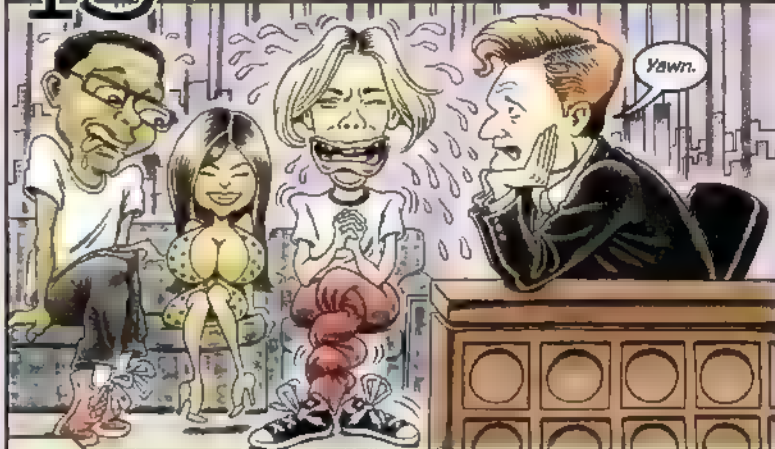


Online ads in which little people suddenly stroll onto your monitor screen and start gesturing and talking to you. It made us realize that if annoying, bug-sized people like this really existed in our world, we'd have no problem killing them.

11»

12»

13»



Web "celebrities" who cross over to other media. As far as we're concerned, Tila Tequila, Tay Zonday and that "Leave Britney alone" guy can all take a near-fatal leap off a platform, like that newswoman stepping on grapes did a few years back.

14»

15»



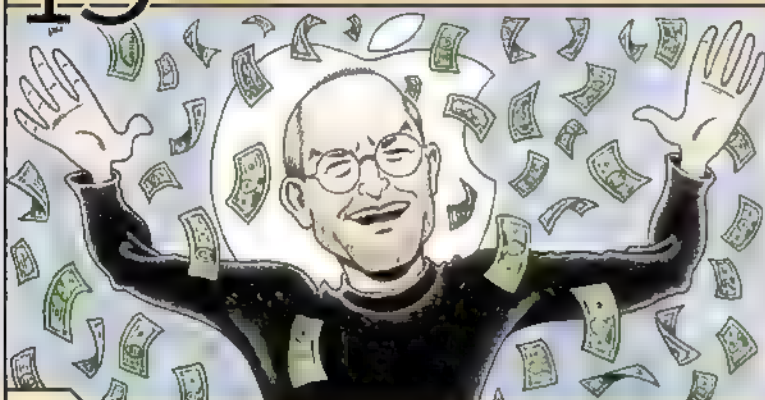
While it's easier than ever to cut and paste school papers from the web, it's also easier than ever for your teachers to *figure out* that you cut and pasted your school papers from the web.

16»

17»

18»

19»



iTunes is convenient, easy to use, has a huge catalog of selections and isn't that expensive. What makes our skin crawl is every time we buy a song, we're putting 99 cents in the pocket of that pompous, mock turtleneck-wearing mega-tool Steve Jobs.

20»

You Tube

Videos

d*ck in a box

"d*ck in a box" video results 1-20 of about 2,000



D*ck In A Box
(Original)



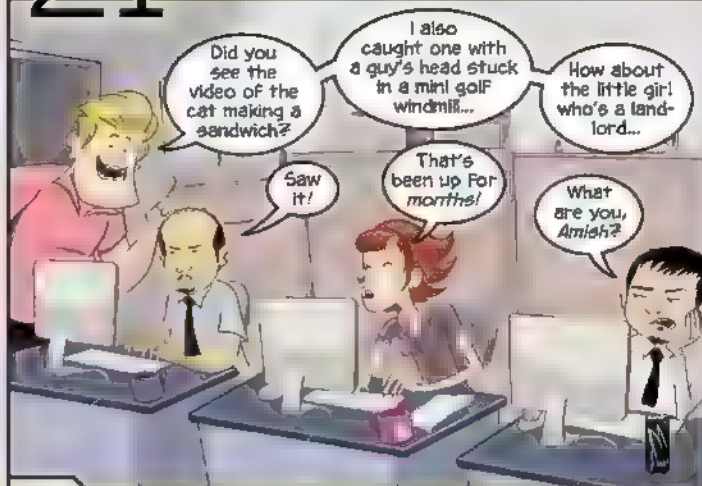
Boobs In
A Box



D*ck in a Box
(Hand Puppet
Remix)

The growing number of untalented wannabes ready to pounce on a new, "hot" YouTube video with their own web-cluttering, inferior-in-every-way ripoff, reenactment or reinterpretation.

21»



The galling fact that no matter how much time you spend monitoring blogs, poring over YouTube and scouring the Web, you're never ever the first person in your circle of friends to see something on the web.

22»

23»



After winning a ferocious eBay bidding war, finding out that the description of the item you won failed to mention that it also smells like an odd combination of mothballs, curdled milk and cough syrup.

24»



The proliferation of nonsensical podcasts and video podcasts by braindead uber-losers that make Andy Rooney's trifling whining sound like The Gettysburg Address in comparison.

25»



The virtual world Second Life.com, which is a pretty ironic name, because just about everyone using it doesn't have a FIRST life.

26»

27»

28»

29»

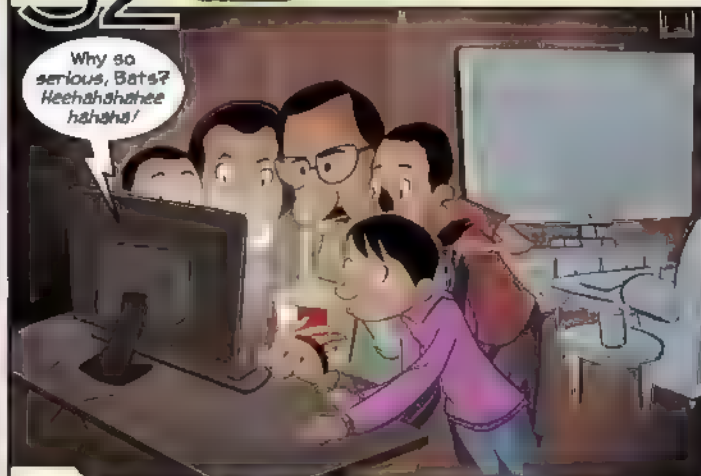


The extra, useless sheet of paper with a single line of unneeded type on it that always seems to appear whenever you print out something from a webpage.

30»

31»

32»



Netflix and Blockbuster Video's assumption that, after installing a \$20,000 HD widescreen home theater system with digital surround sound and leather reclining theater seats, people would rather see a movie streamed online while hunched over a 17" computer monitor.

33»

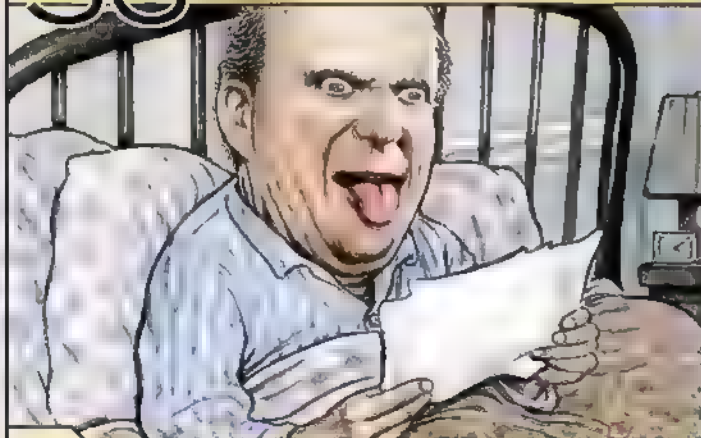


Friends and co-workers who pressure you to watch the "Two Girls, One Cup" video, then videotape you watching it and post *that* on YouTube. Those people can go s#!\$ in their hat.

34»

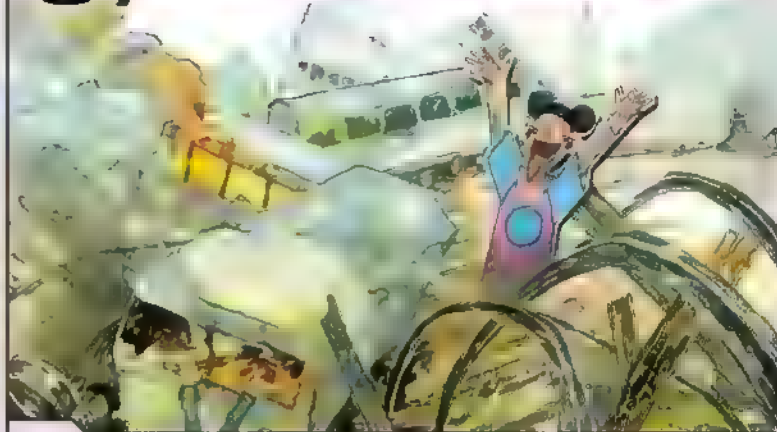
35»

36»



When your internet browser unexpectedly shuts down, then asks if you'd like to send a report to the software manufacturer — yeah, we want Microsoft's CEO Steve Ballmer sitting home at night reading how we encountered a problem while perusing thumbnail galleries at polynesian-schoolteacher-upskirt.com

37»



Ghouls whose first thought after a tragedy is, "Hey, I can use PhotoShop to come up with a funny picture!"

38»



Parents who can barely operate an electronic garage door opener getting on the web — and falling for every rumor and outlandish mass email they receive.

39»

40»

41»

42»

43»



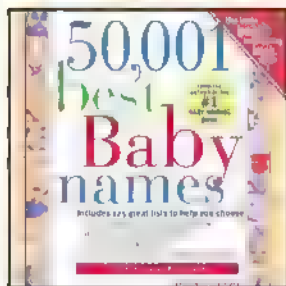
After all these years, MapQuest STILL throws in one inexplicable turn on your driving directions that has you doing a u-ey behind what looks like an uninspected meat packing plant run by guys in sunglasses and fezzes.

44»

45»

amazon.com

You bought 50,001 Best Baby Names



You might also like:

35 Best Baby Names

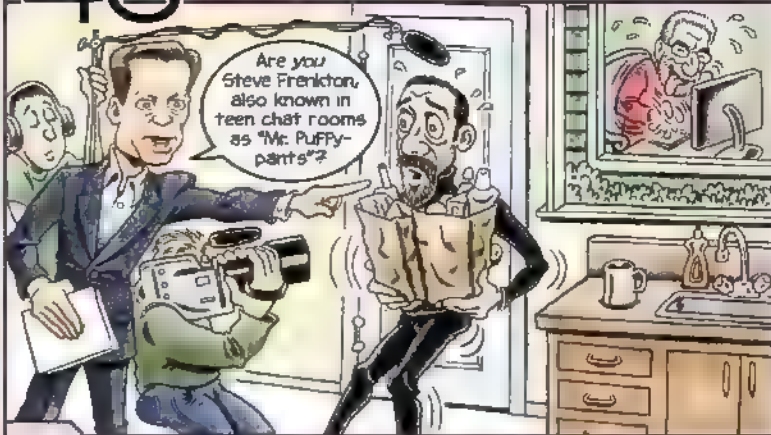
67,429 Best Baby Names

100,001 Best Baby Names

The Complete Book of the Best Baby Names

Amazon's "Customers who bought this item also bought" suggestions — and its incredible accuracy at suggesting the books you *didn't* choose. It's like ordering clam chowder as an appetizer, then having the waiter suggest that you order the stuffed clams and baked clams with your meal.

46»



Coming home and finding Chris Hanson and a *Dateline* camera crew in your kitchenette — all because the guy next door is a registered sex offender who's been trolling for 13-year-olds online by glomming on to YOUR wi-fi connection.

47»

48»



Perez Hilton, a bottom-feeding gossip monger who "slickly" combines John Madden Telestrator scribbles of genitalia and DNA drippings with celebrity photos, and then adds the kind of commentary previously only overheard in the bathrooms of clubs with names like "The Tranny Station."

49»

50»

INVENTIONS WE

FOR TAILGATERS WITH BRIGHT HEADLIGHTS ON ...



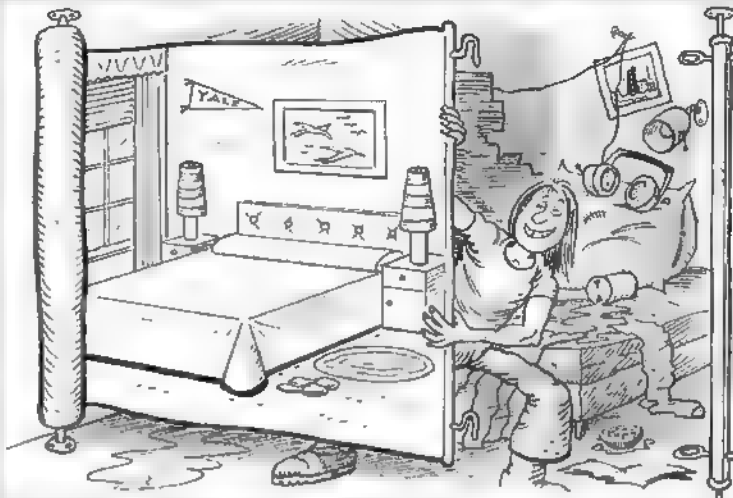
REAR-MOUNTED BRIGHT LIGHTS



FOR MESSY ROOMS THAT NEED QUICK CLEANINGS ...



INSTANT-NEAT SCREENS

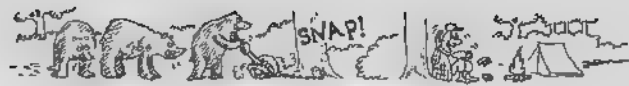


FOR THAT HARD-TO-READ SMALL PRINT ...



STRETCHABLE PAPER





'D LIKE TO SEE

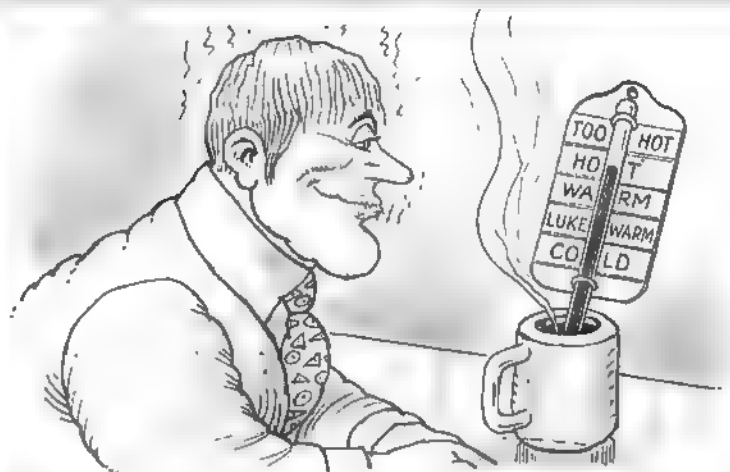
WRITER PAUL PETER FORGES

ARTIST AL JAFFEE

FOR THOSE LIP-AND-TONGUE-SCALDING BEVERAGES . . .



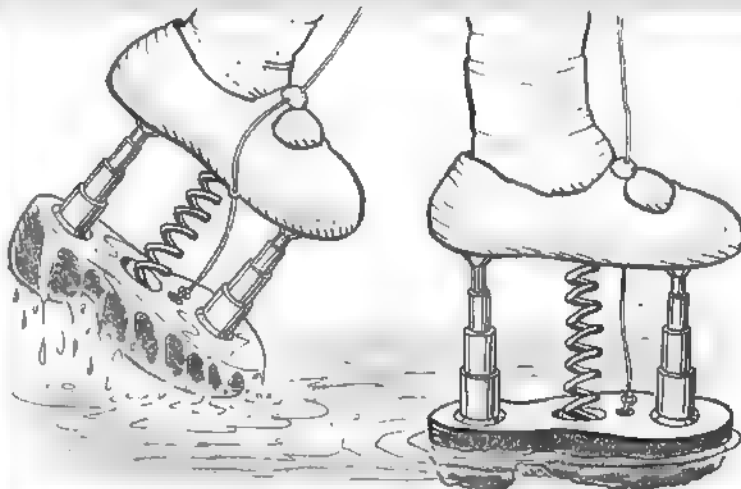
THERMOMETER WARNING SPOONS



FOR PEOPLE WHO FORGET GALOSHES IN WET WEATHER . . .



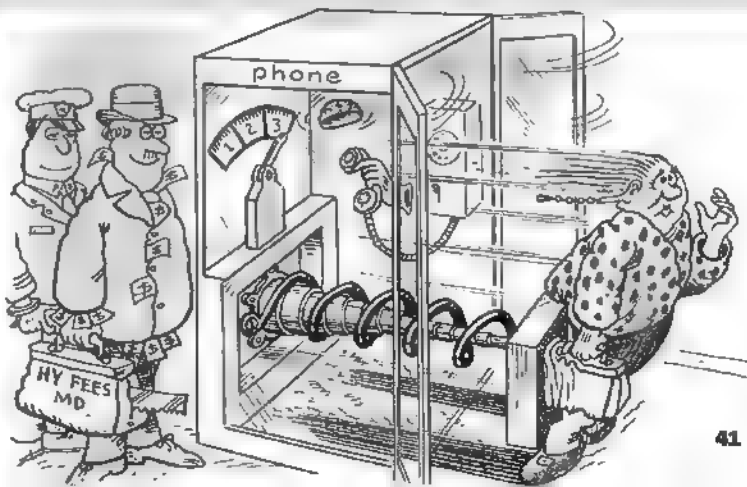
BUILT-IN PUDDLE CROSSERS



FOR MONOPOLIZED PUBLIC TELEPHONE BOOTHS . . .



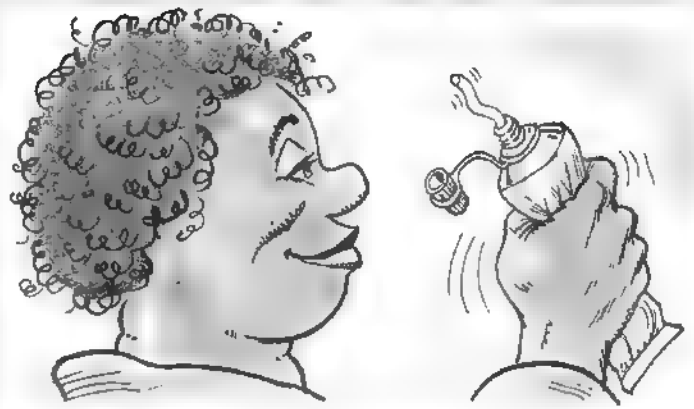
THREE-MINUTE TIMED EJECTORS



FOR THOSE ELUSIVE, DISAPPEARING TUBE TOPS . . .



TOOTHPASTE TUBE TOP GUARDS



FOR PEOPLE WHO HATE HAVING THEIR FOOD TASTED . . .



SAMPLE-PROOF PLATES



FOR PROTECTION AGAINST SELF-SLAMMING DOORS . . .



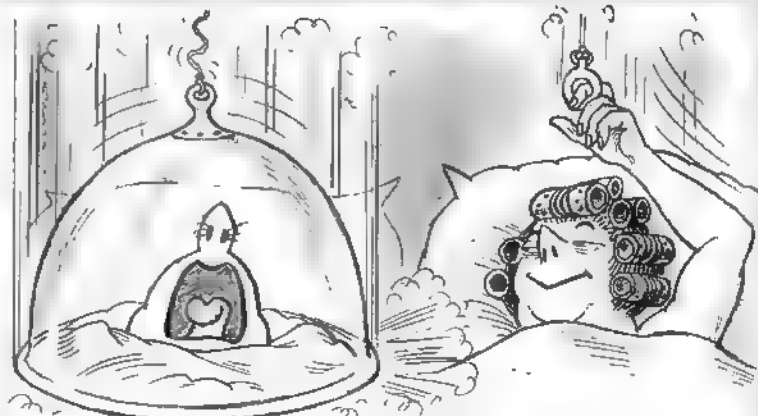
EXTENDING THIRD-ARM DOOR-HOLDERS



FOR PEOPLE CURSED WITH NOISY SLEEP MATES . . .



SOUND-PROOF ISOLATION BELLS



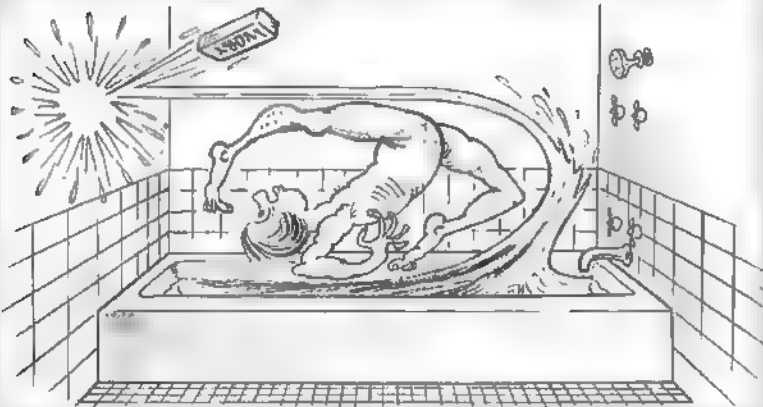
FOR CROWDED AIRLINE BAGGAGE PICK-UP AREAS . . .



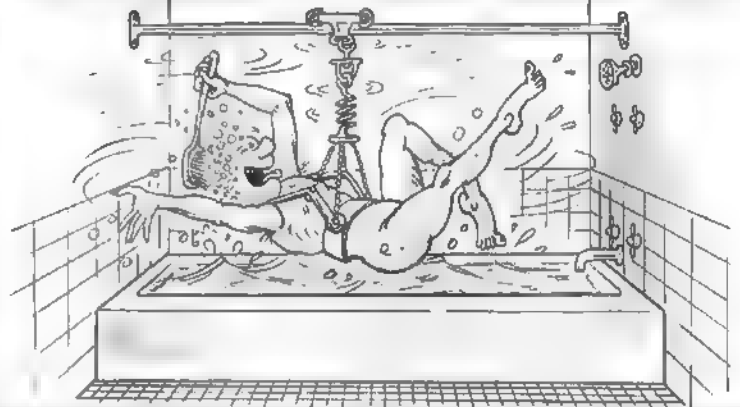
REMOTE-CONTROLLED LUGGAGE-IDENTIFIERS



FOR ACCIDENT-PRONE BATHERS . . .



SLIP-PROOF SAFETY HARNESSES WITH OVERHEAD TRACKS



FOR CHRONIC UMBRELLA-MISPLACERS . . .



PERSONAL PORT-A-BRELLA SCABBARDS



ORIGINALLY PUBLISHED IN MAD #196 JAN 1978

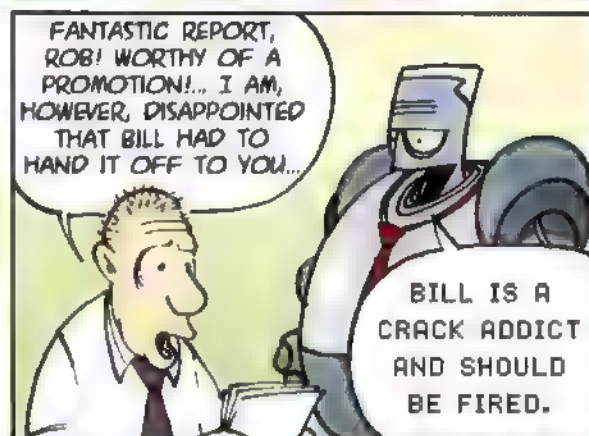
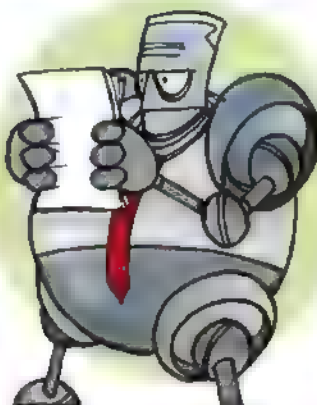
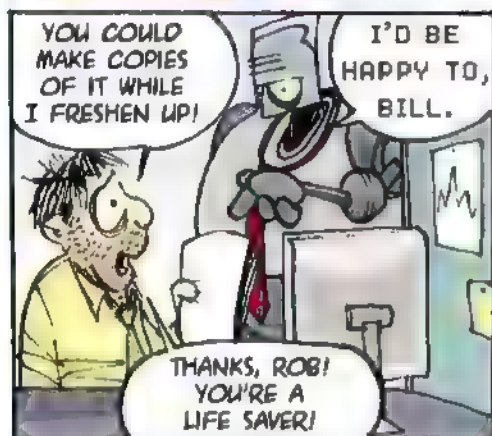
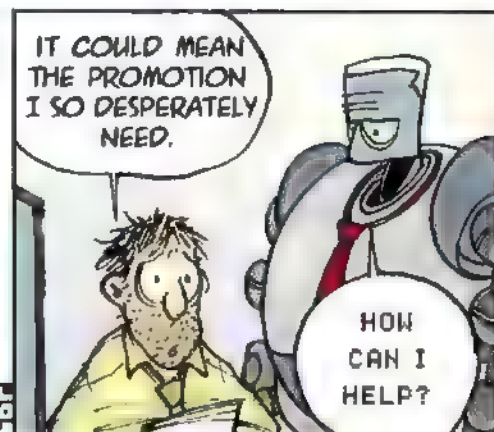
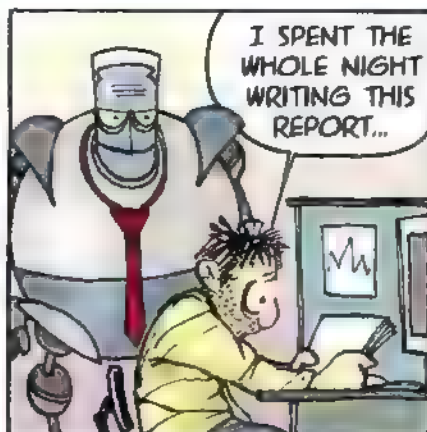
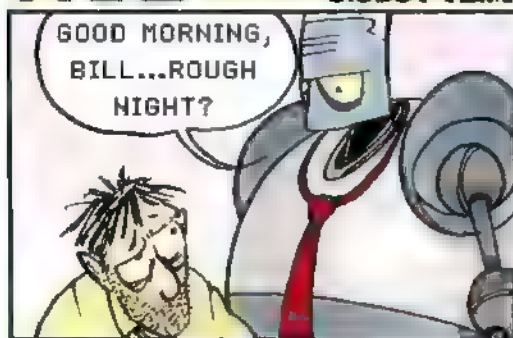
FOR UNDERAGE "R" AND "X"-RATED MOVIE GOERS . . .



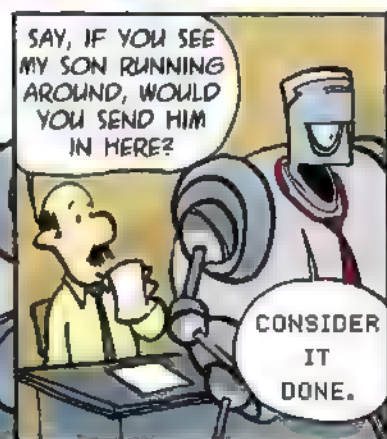
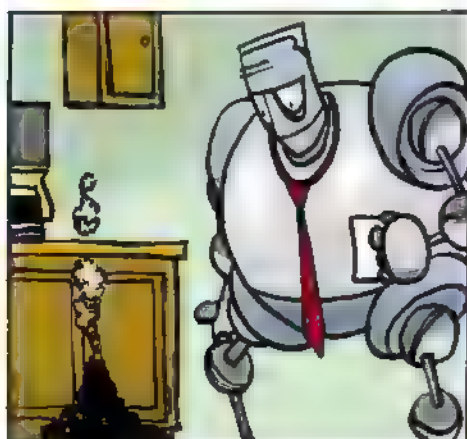
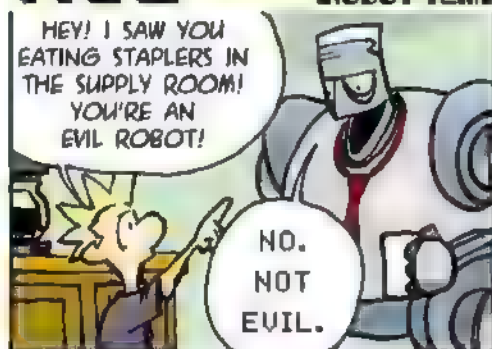
INSTANT AGING KITS



ROB THE EVIL, BACKSTABBING ROBOT TEMPLAR



ROB THE EVIL, BACKSTABBING, ROBOT TEMPLAR





Most people think that great inventors always know exactly what they are inventing when they are inventing something. But that just isn't so. Take MAD f'rinstance. We started out to publish a serious intellectual-type magazine, and now look at it! That's what happened with most so-called great inventions we take so much for granted. Actually, they were only...

ACCIDENTAL INVENTIONS

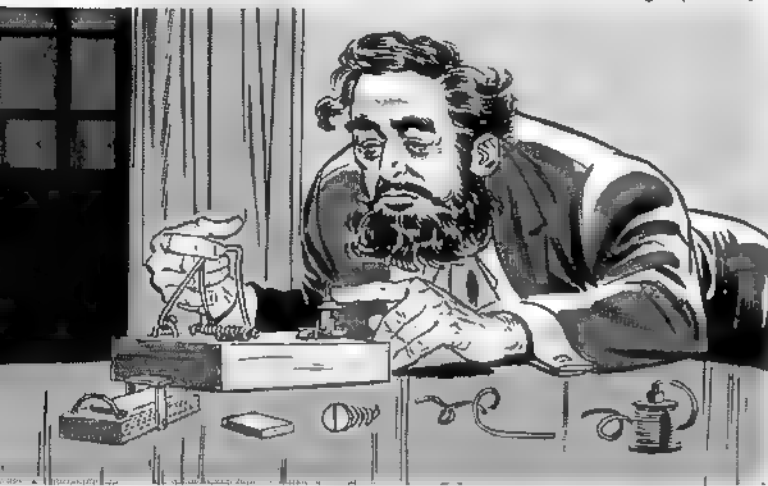
WRITER PAUL KRASSNER

ARTIST JOE ORLANDO

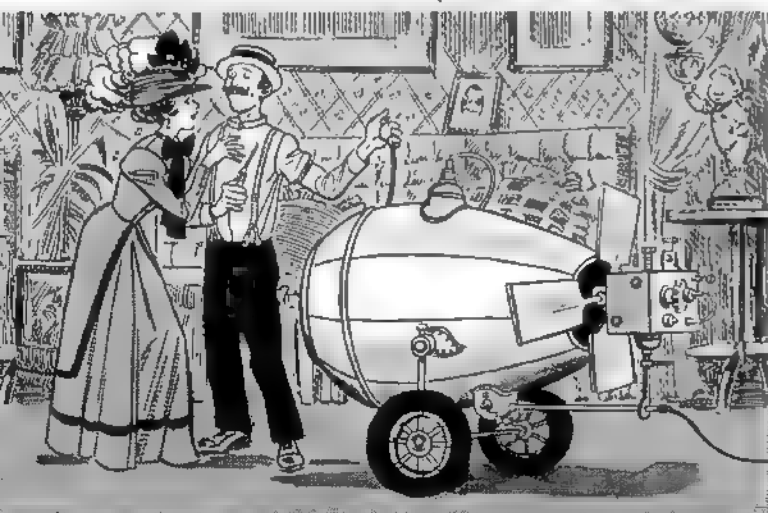
Back in the days of primitive man, one wise joker decided to invent something entirely new . . . a door to his cave . . .



One clever fellow tried to invent a faster telegraph key.



This inventor built the first portable air-conditioner . . .



Trouble was, the cave entrance was round, and his "door" kept slipping away from him and rolling down the hill . . .



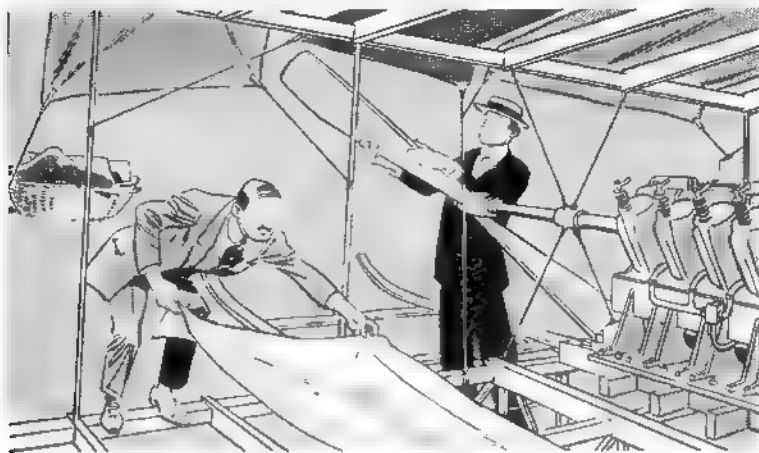
He used too tight a spring, and got a different message.



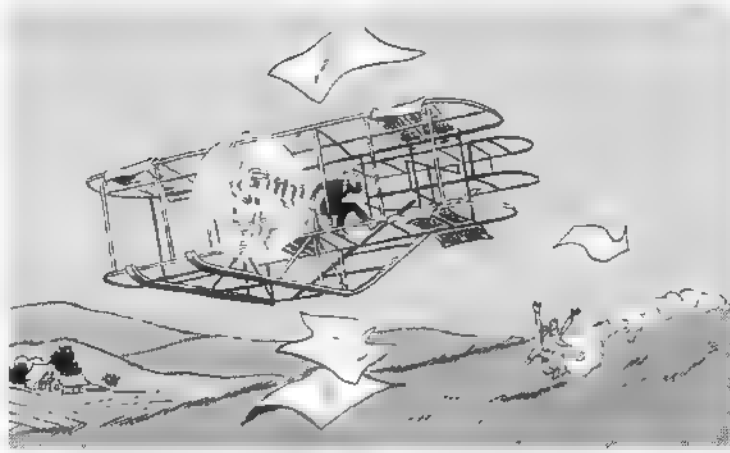
and discovered that he'd put the fan motor in backwards.



Two brothers had a revolutionary idea for a blanket-drier.



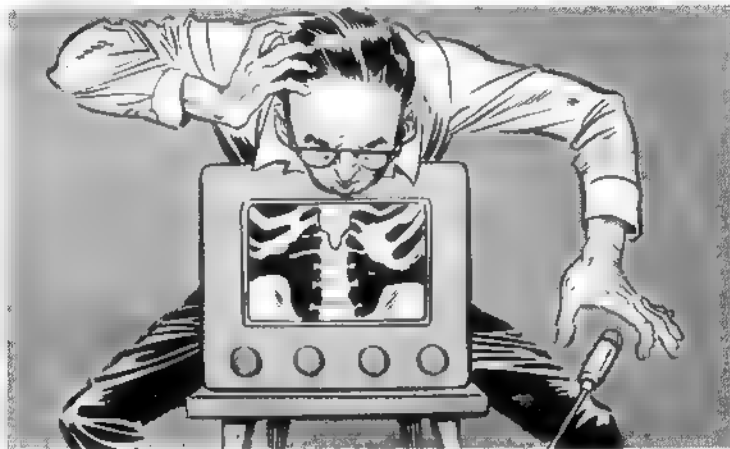
When they tried it, the blankets were left high, not dry.



This genius decided he'd build the first television set . . .



Only in the process, he accidentally got his rays crossed.



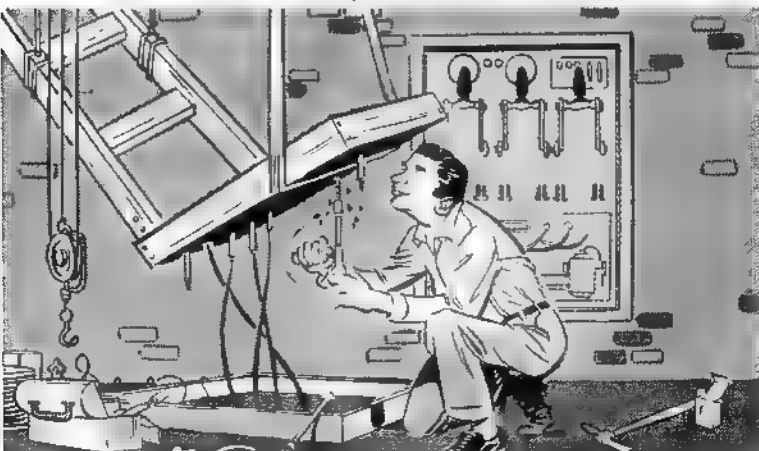
A fellow worked for years on an electric envelope sealer.



The first time he tested it out, another idea popped up.



One man thought he'd invent a machine that would relax tense muscles and help increase the circulation of blood.



Unfortunately, when he tried it out, he discovered he was all wet. And being all wet, he got the shock of his life.



SCIENCE PRE-FICTION DEPT. GO FORWARD! GO FORWARD INTO SPACE, FORWARD INTO TIME! GO FORWARD... 1952! 1962! 1982! GO! GO TO 1,000,000 A.D.! THAT'S FAR ENOUGH! BACK UP A LITTLE! LOOK! THE EARTH! A MASS OF STEELY CITIES AND MEN! MEN? NO! NOT REALLY MEN! MORE LIKE...

BLOBS!

SPEED!
MORE SPEED!
I'VE GOT
TO SEE
MELVIN!

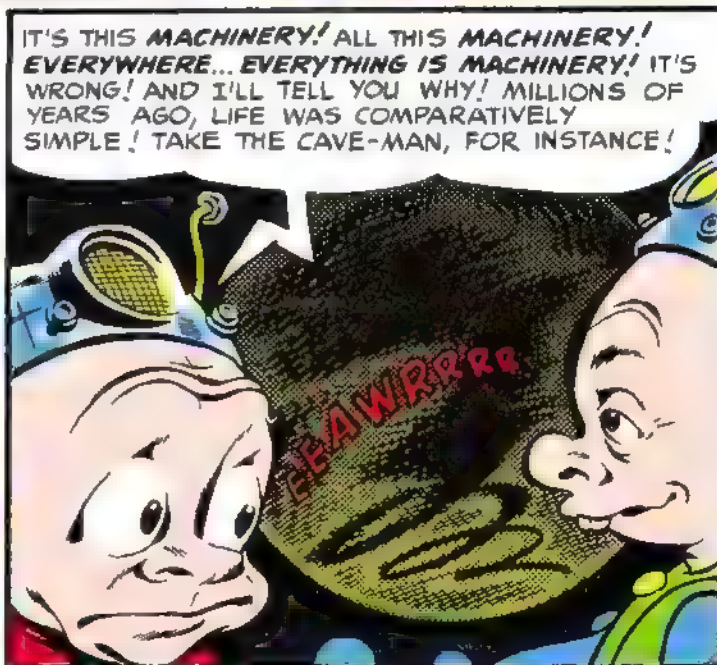
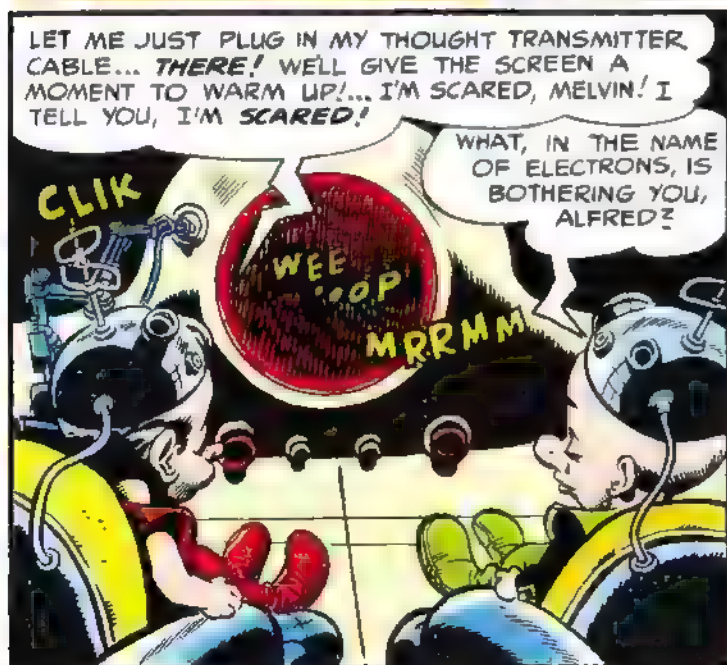
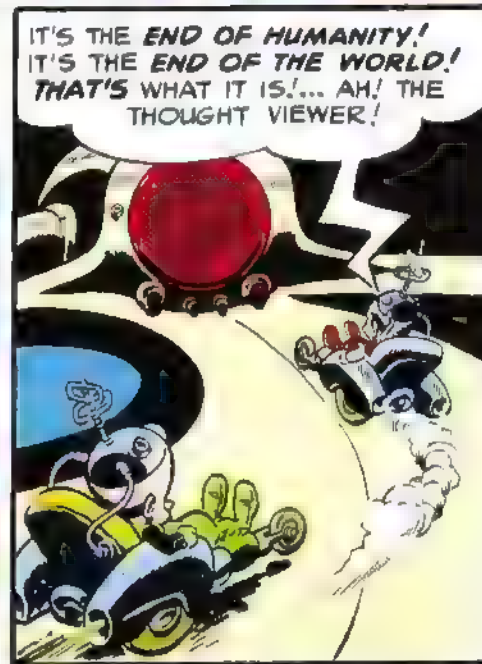
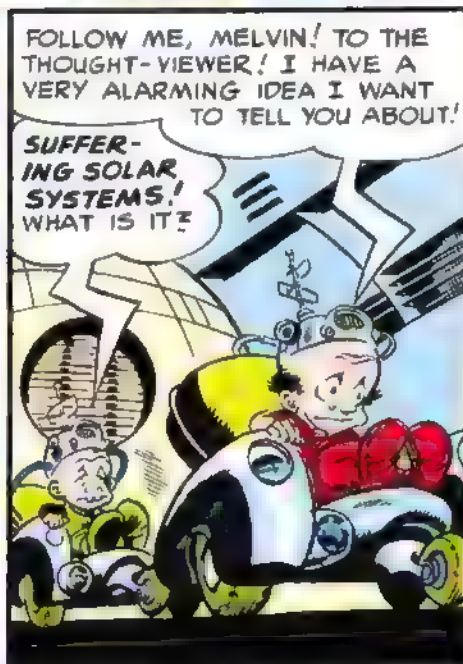
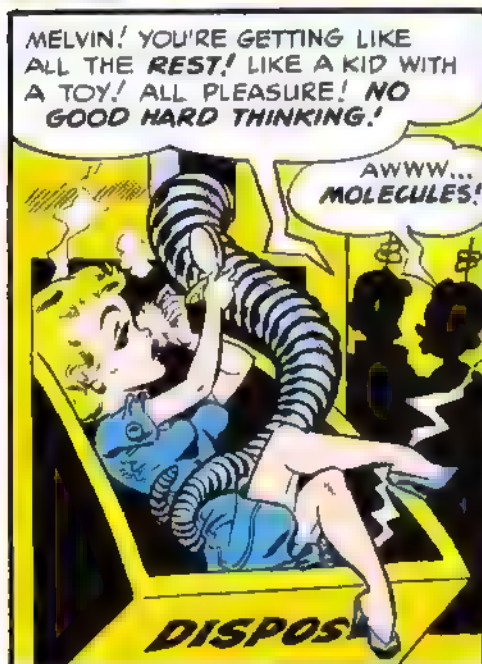
WRITER HARVEY KURTZMAN ARTIST WALLY WOOD

MELVIN, MY FRIEND! HE IS
ONE OF THE FEW ACTIVE MINDS
AROUND TODAY! I'VE GOT TO
TELL HIM MY HORRIBLE
THOUGHT!

MELVIN, MY BUDDY! ONE OF
THE RARE BRAINS THAT STILL
THINKS! I'VE GOT TO TELL
HIM OF THE CALAMITY THAT
MIGHT OVERTAKE US!

MELVIN, MY PAL! HE WILL UNDER-
STAND WHAT I AM THINKING!
HE WILL SYMPATHIZE WITH ME!
AAAH... THERE'S MELVIN'S
SKYSCRAPER NOW!

CHUG-
CHUG



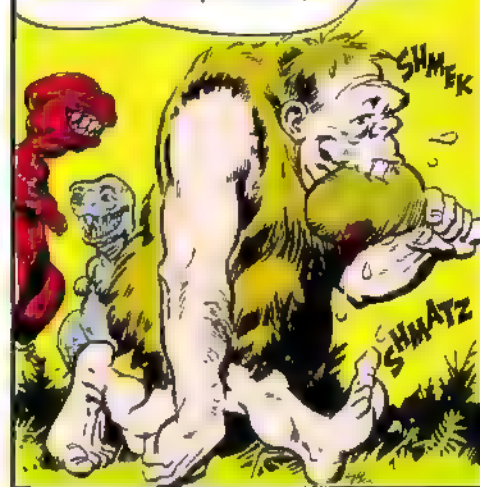
FROM WHAT I READ IN OUR HISTORY BOOKS, THE FIRST PRIMITIVE CAVE MAN WAS MUCH LIKE A WALKING APE!



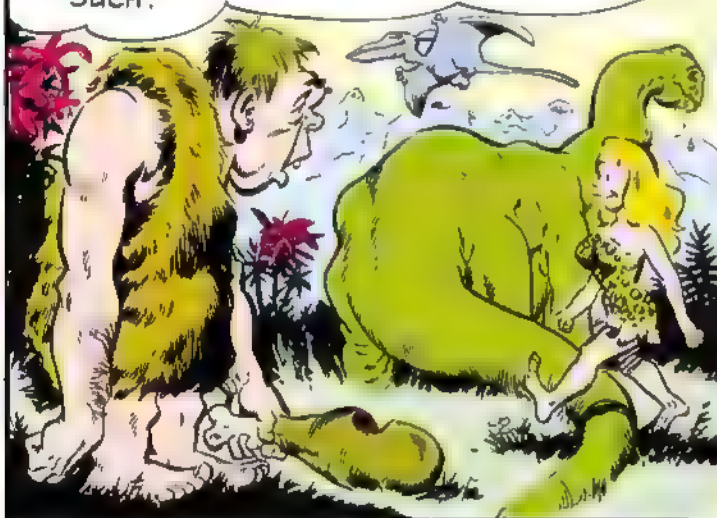
HIS LIFE WAS VERY UNCOMPLICATED! HE NEVER **RODE** ANYWHERE, AS WE DO TODAY! HE HAD TO **WALK**... POOR CREATURE... ON HIS **FEET**!



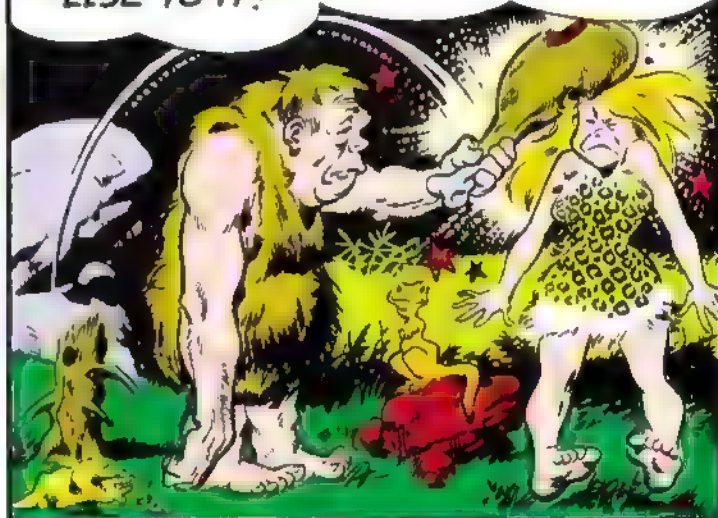
I CAN'T UNDERSTAND WHY, BUT THE WRETCHED THING NEVER HAD **VITAMIN PILLS**, OR... OR **DEHYDRATED MEALS**! JUST **RAW FRUITS, BERRIES, AND SOMETIMES, MEAT**!



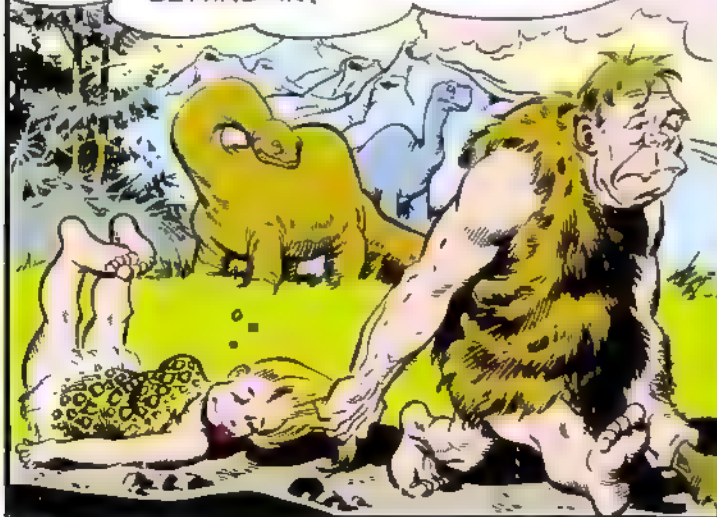
HIS SOCIAL LIFE WAS EQUALLY SIMPLE! AS I UNDERSTAND IT, IF HE SAW A FEMALE HE MIGHT DESIRE FOR A MATE, THERE WAS NO TAKING HER OUT TO A MOVIE OR SOME-SUCH!



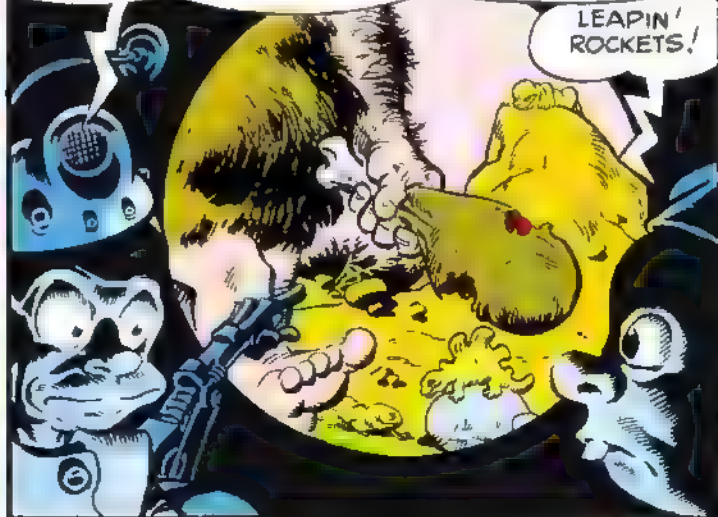
HE SIMPLY WOULD **BASH** THE FEMALE ON THE HEAD WITH HIS FIST, OR **SOME CONVENIENT BLUNT INSTRUMENT**, AND **THAT** WOULD BE **THAT**! THERE WOULDN'T BE **ANYTHING ELSE** TO IT!



HE WOULD THEN DRAG THE FEMALE OFF TO HIS CAVE, AND THERE SHE WOULD REMAIN AS HIS WIFE! **SIMPLE! EFFECTIVE! AMERICAN!**... BUT **EVEN THEN, THE SICKNESS WAS SETTING IN!**



THAT BLUNT INSTRUMENT.. THAT TOOL!... THAT WAS MAN'S MISTAKE! FOR **THAT TOOL**, WAS THE **FIRST IN A HISTORY OF TOOLS** THAT MAN WOULD FASHION TO DO HIS WORK FOR HIM!



SO WHAT ARE YOU TRYING TO PROVE, ALFRED?

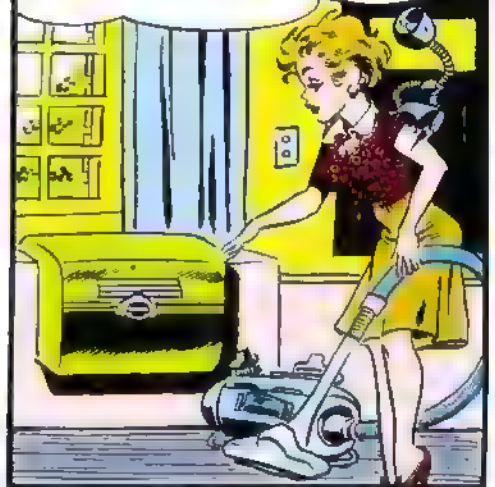
PATIENCE, MELVIN! NOW LET US JUMP FORWARD...



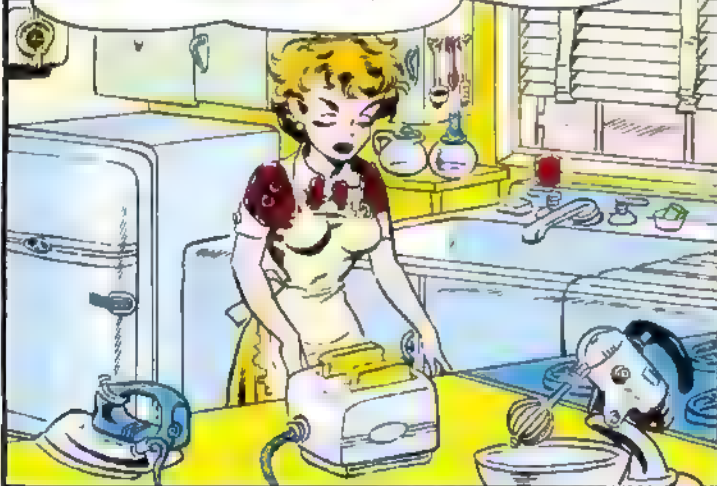
... FORWARD TO THE ANCIENT YEAR OF 1952! HISTORY BOOKS TELL US OF THE TYPICAL CIVILIZED HOUSE-WIFE!



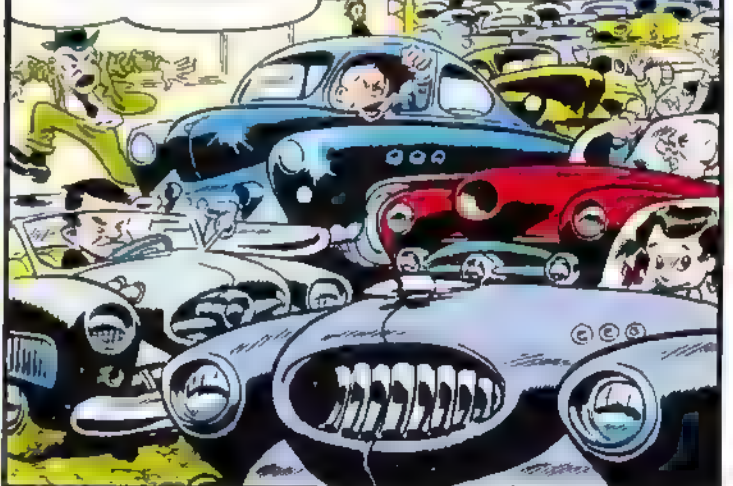
BY THEN, MACHINES WERE JUST BEGINNING TO SURROUND HUMANITY! **PUSH BUTTON ELECTRIC LIGHTS! ELECTRIC TIME CLOCKS! VACUUM CLEANERS! AIR-CONDITIONING!**



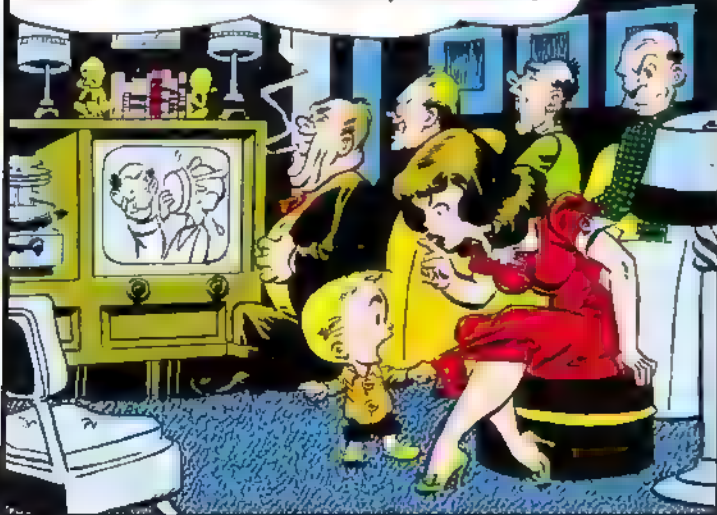
AND IN THE KITCHEN, MACHINES MUSHROOMED LIKE FUNGUS GROWTHS! **AUTOMATIC MIXING MACHINES! JUICING MACHINES! WASHING MACHINES! TOASTING, BAKING, FRYING MACHINES! DRYING MACHINES!** DON'T YOU SEE WHAT WAS HAPPENING, MELVIN?



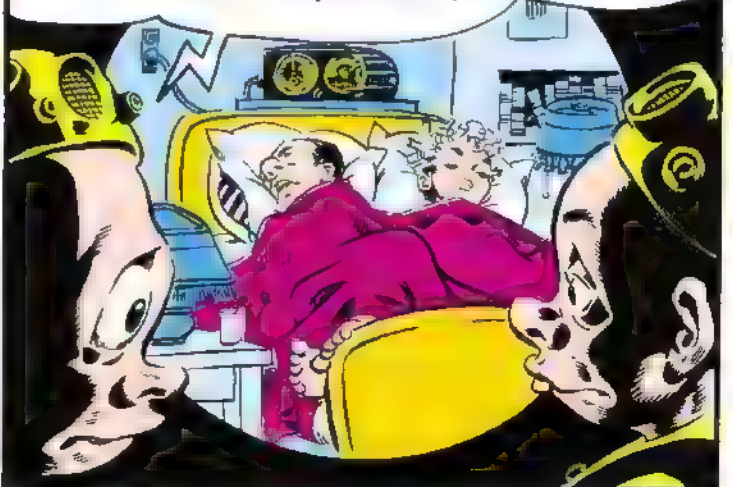
OUT IN THE STREET, MEN WERE BEGINNING TO **RIDE AND NOT WALK!** AUTOMOBILES, THEY CALLED 'EM! THEY HAD SO MANY AUTOMOBILES, THEY HAD NO PLACE TO PARK THEM! FRIENDS WOULD DRIVE OVER TO OTHER FRIENDS' HOUSES IN AUTOMOBILES...



THEY WOULD GO TO FRIENDS' HOUSES, AND INSTEAD OF TALKING TO THE FRIENDS, THEY WOULD LOOK AT TELEVISION MACHINES FOR A FEW HOURS, AND THEN THEY WOULD RIDE HOME! NOW DOES THAT MAKE SENSE, MELVIN?



WHEN THEY GOT HOME, THEY WOULD REGULATE THE TEMPERATURE OF THE HOUSE WITH A **THERMOSTAT**, THEN MAYBE GO TO BED COVERED BY AN **ELECTRIC BLANKET**, AND FALL ASLEEP LISTENING TO A **RADIO CLOCK** THAT SHUT ITSELF OFF AND ON! SEE IT, MELVIN?



DON'T YOU SEE WHAT WAS HAPPENING?

FRIZZELING PHOTONS!

BEE-OORT



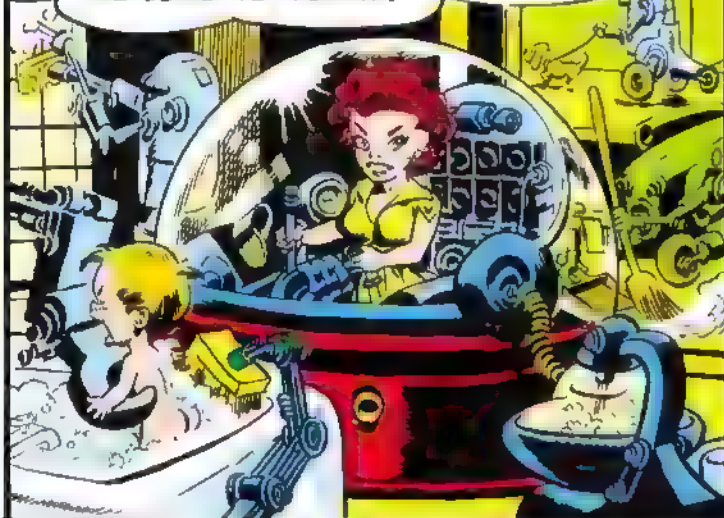
THAT'S THE WAY IT WAS IN THE CRUDE DAYS OF 1952! BY 2000 A.D., WORKING MAN'S OFFICE WAS A MASS OF BUTTONS AND SWITCHES!



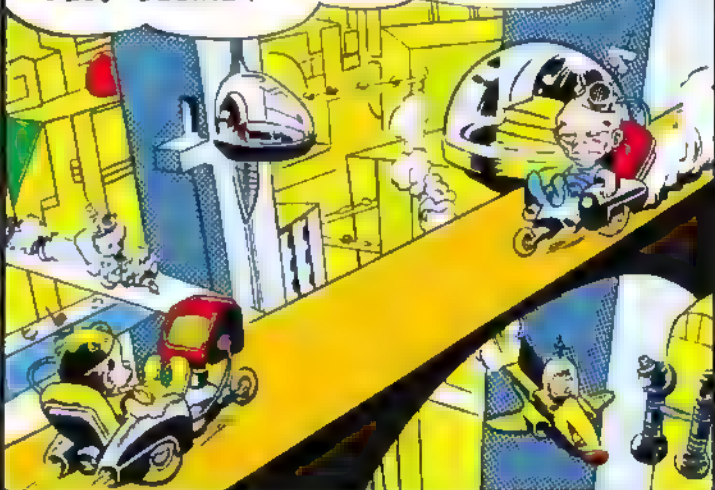
BY 20,000 A.D., IT WAS NO LONGER NECESSARY FOR A MAN TO LEAVE HIS SEAT ONCE HE SAT DOWN TO WORK!



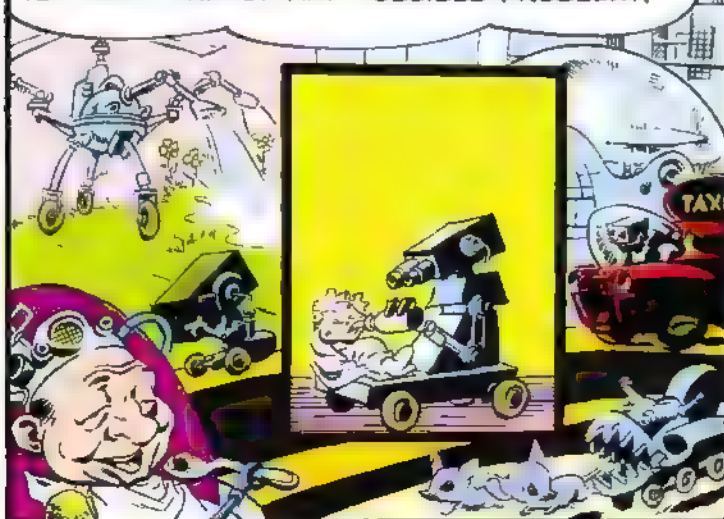
AND BY 100,000 A.D., WOMEN WERE PERMANENTLY FIXED IN A COMBINATION MACHINE THAT WAS KITCHEN, LIVING ROOM, BED ROOM, BATH, ENTERTAINMENT, ETC, ETC, ETC! FINALLY, WE COME TO TODAY!



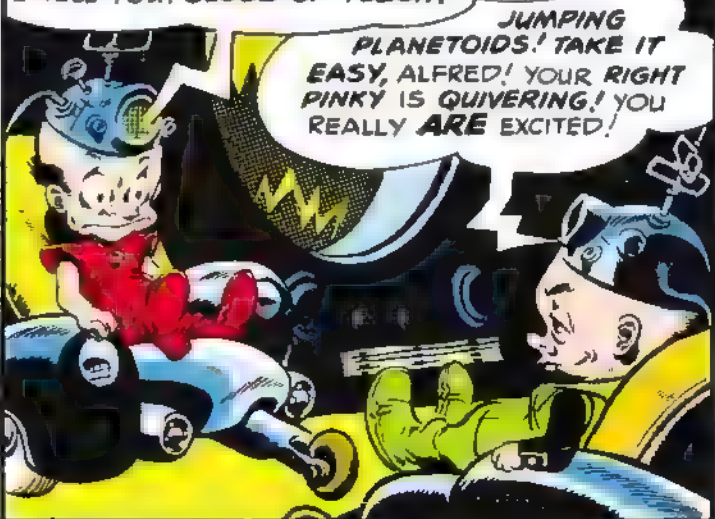
1,000,000 A.D.! EVERYTHING... EVERYTHING IS TAKEN CARE OF BY MACHINES! WE REST ON A CUSHIONED, MOTOR-POWERED COUCH, WHILE MACHINES TAKE CARE OF OUR EVERY NEED! WE NEVER HAVE TO MOVE TO SATISFY ANY DESIRE!



WE HAVE MACHINES TO FEED US, MACHINES TO CLOTHE US, MACHINES TO AMUSE US, MACHINES TO COMFORT US! MACHINES TO CARRY US! MACHINES TO MARRY US! WE HAVE MACHINES TO TAKE CARE OF ANY POSSIBLE PROBLEM!

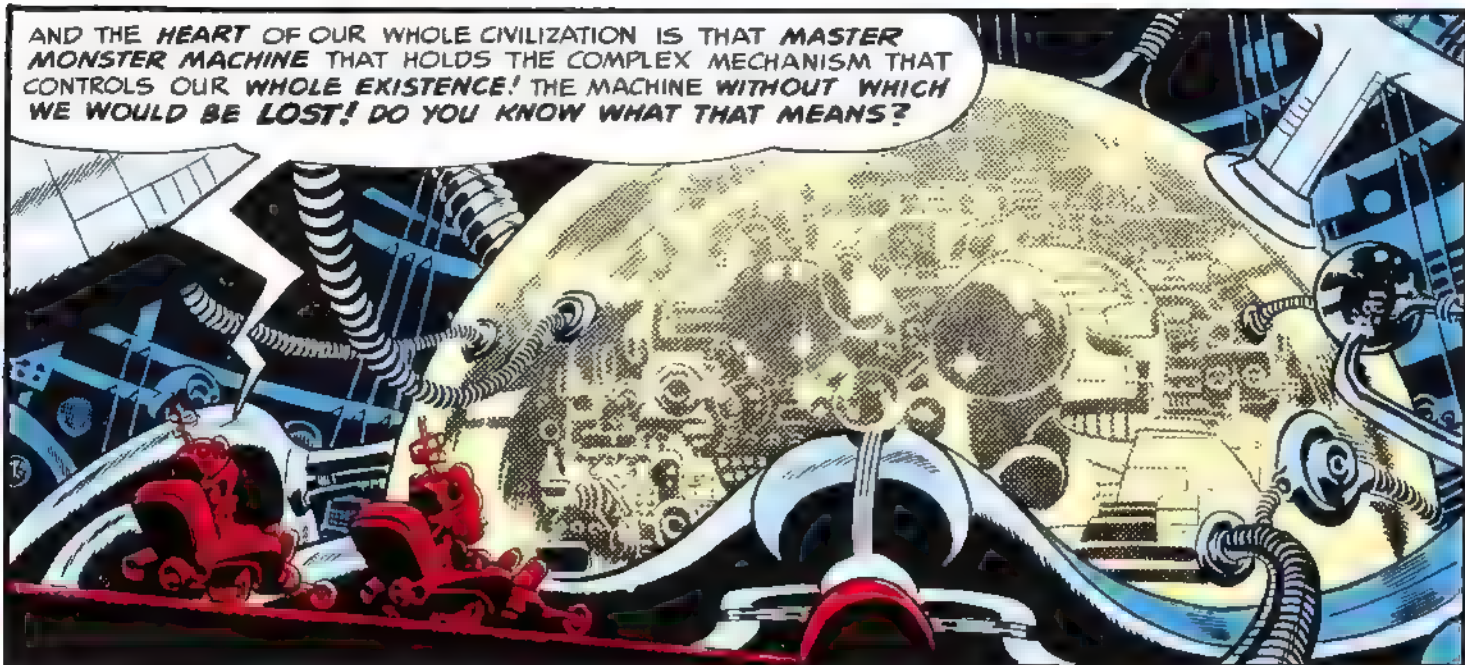


AND LOOK AT US! THROUGH YEARS OF DISUSE, OUR MUSCLES HAVE SHRUNK, OUR BODIES HAVE WITHERED! WE'RE JUST A BUNDLE OF NERVES! WE ARE BLOBS, I TELL YOU! BLOBS OF FLESH!

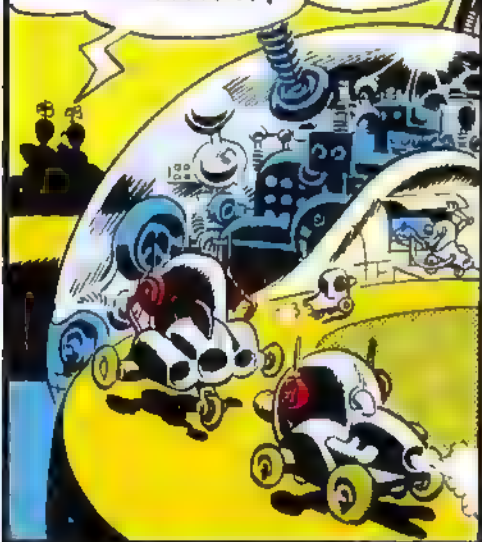


JUMPING PLANETOIDS! TAKE IT EASY, ALFRED! YOUR RIGHT PINKY IS QUIVERING! YOU REALLY ARE EXCITED!

AND THE **HEART** OF OUR WHOLE CIVILIZATION IS THAT **MASTER MONSTER MACHINE** THAT HOLDS THE COMPLEX MECHANISM THAT CONTROLS OUR **WHOLE EXISTENCE!** THE MACHINE WITHOUT WHICH WE WOULD BE **LOST!** DO YOU KNOW WHAT THAT MEANS?



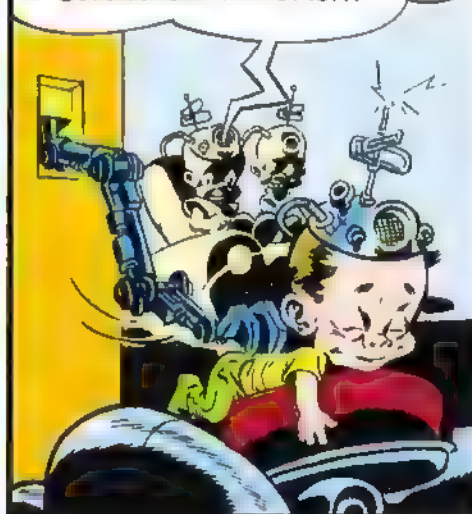
WE HAVE EVEN DEVELOPED A MACHINE TO TAKE CARE OF THE MACHINE... TO FEED IT, TO REPAIR IT!



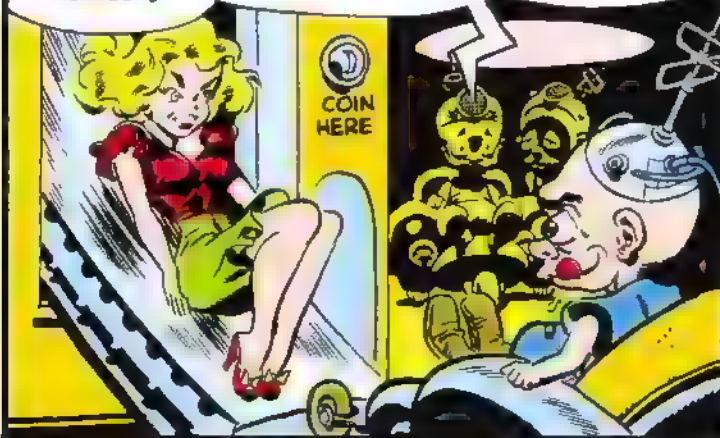
AND WITHOUT THE MACHINE, WE ARE COMPLETELY **HELPLESS!** SEE OVER THERE! HE ONLY HAS TO **THINK** OF AN ICE CREAM SODA! THE MACHINE GIVE IT TO HIM!



LOOK! LOOK OVER THERE! THAT FELLOW WANTS HIS BACK SCRATCHED! HE SENDS A THOUGHT COMMAND INTO THE MACHINE... IT SCRATCHES HIS BACK!



OVER THERE! THAT ONE WANTS ONE OF THOSE DISPOSABLE PREFABRICATED ROBOT WOMEN... ANCIENT 1952 HOLLYWOOD STYLE! HE PUTS A COIN INTO THE MACHINE AND GETS A ROBOT WOMAN! HAVE YOU NOTICED HOW LESS AND LESS MEN ARE GETTING MARRIED, AND MORE AND MORE OF THESE ROBOT WOMAN ARE BEING SOLD?

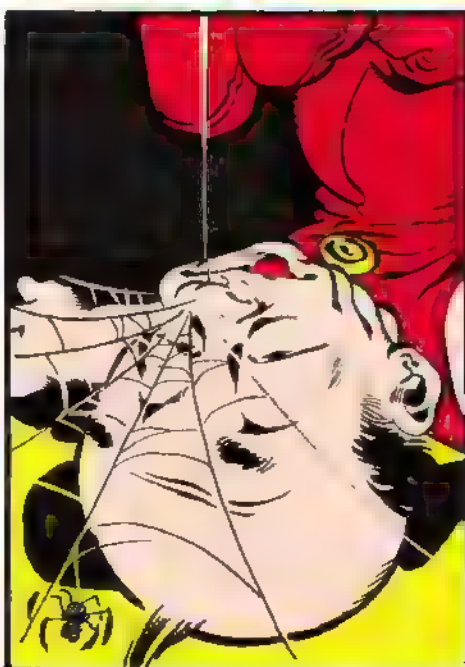
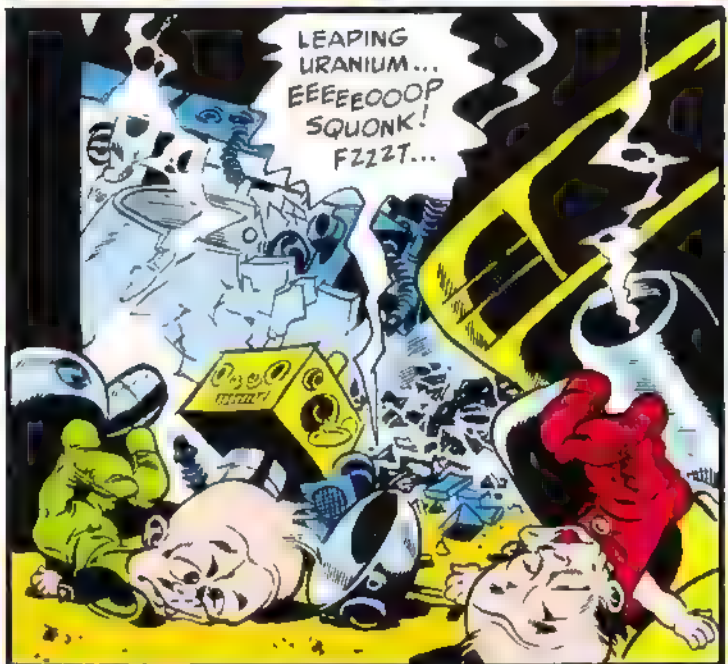
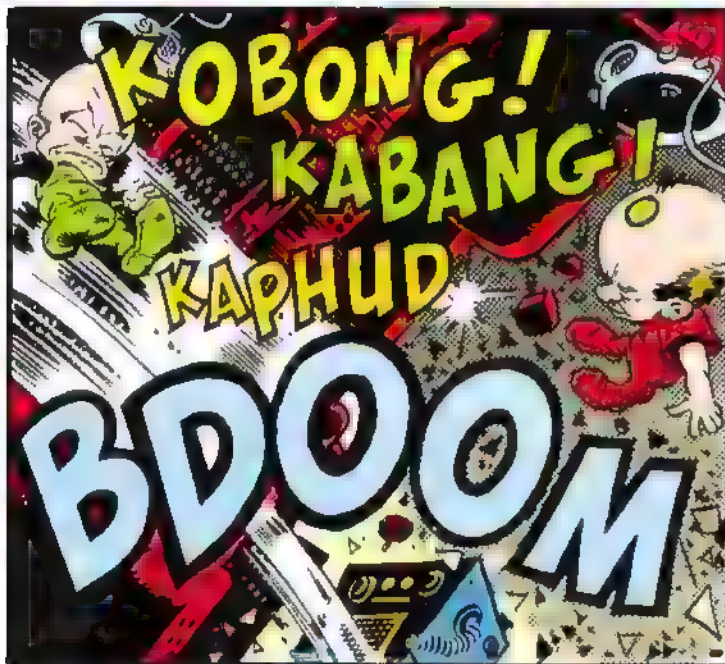


OUR CIVILIZATION IS GOING TO **POT!** WE LIE AROUND FROM DAY TO DAY SEEKING **PLEASURE!** DOING **NOTHING!** GETTING MORE AND MORE **HELPLESS** WITH EACH PASSING MOMENT!

SO... ALFRED! WHAT ARE YOU TRYING TO **PROVE?**

PROVE? PROVE? MELVIN! WHAT... WHAT IF THE MACHINE THAT REPAIRS THE MACHINE... **BREAKS?**

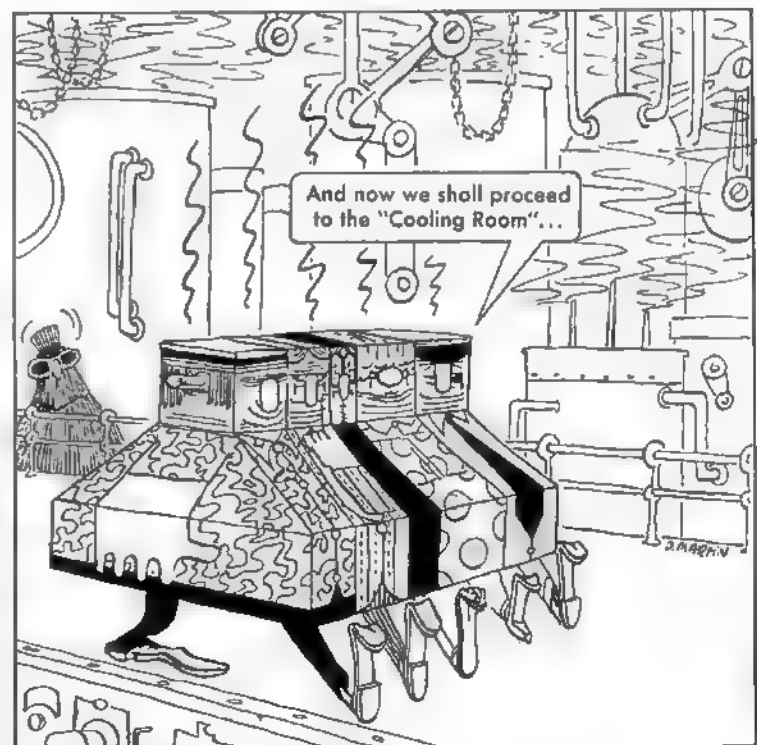
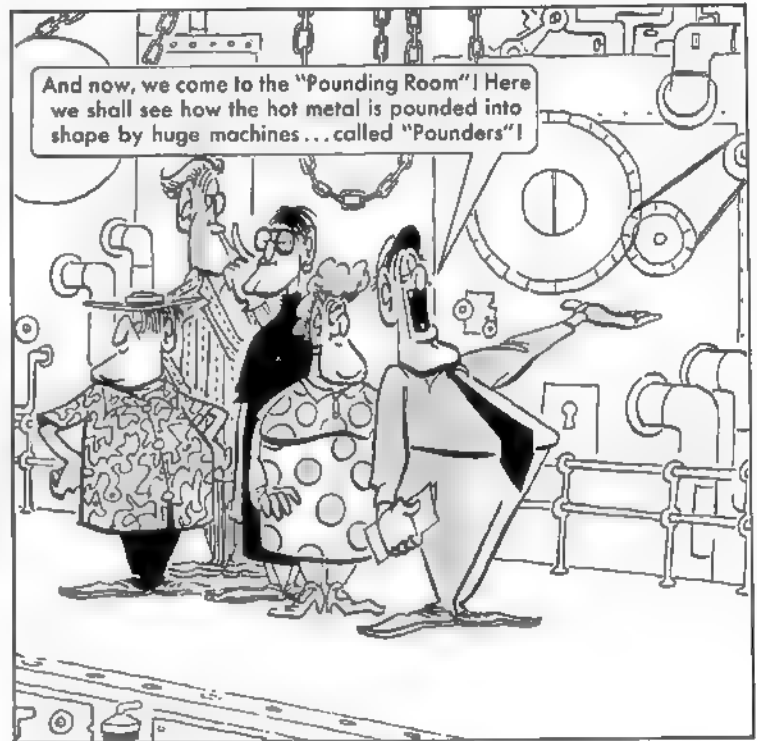


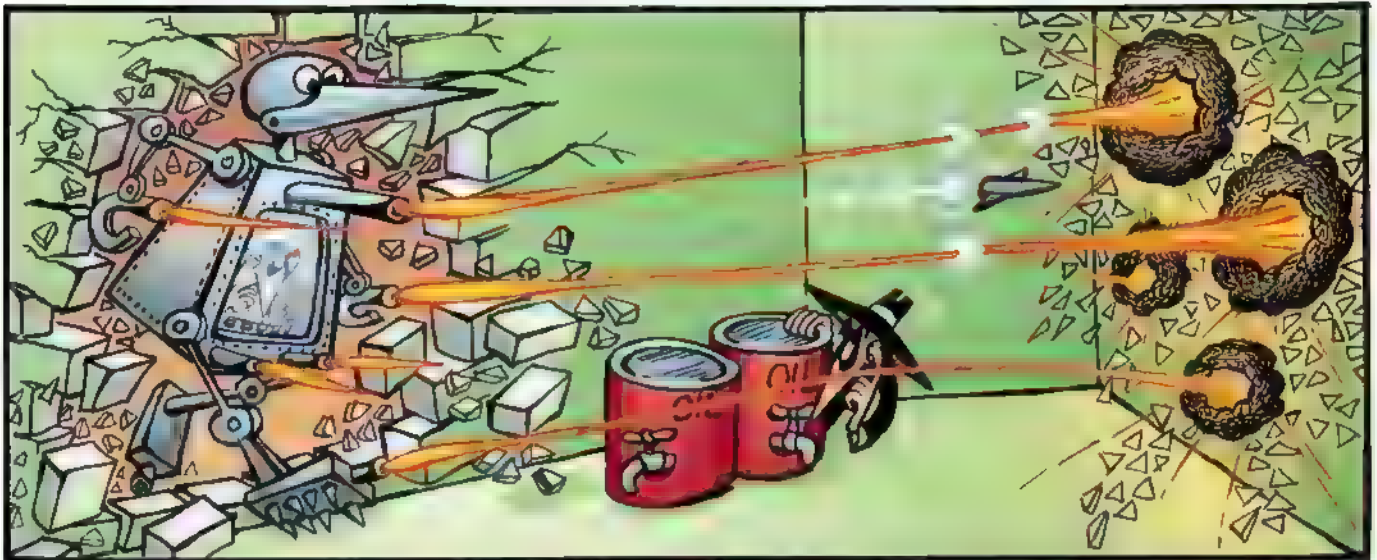
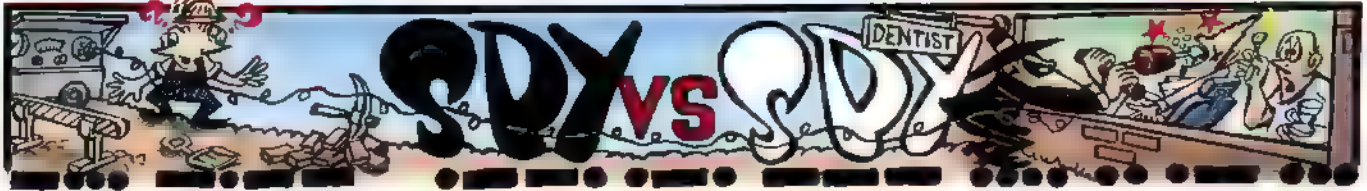


YES, DEAR READER! THE
MACHINE *DID* BREAK!

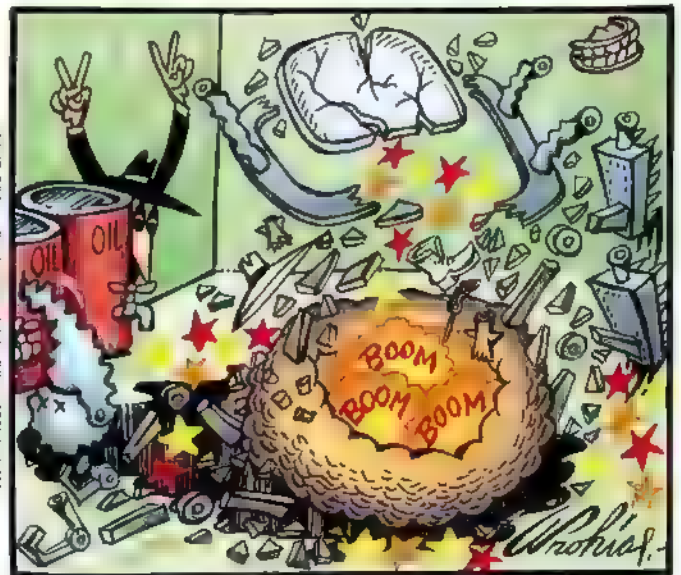
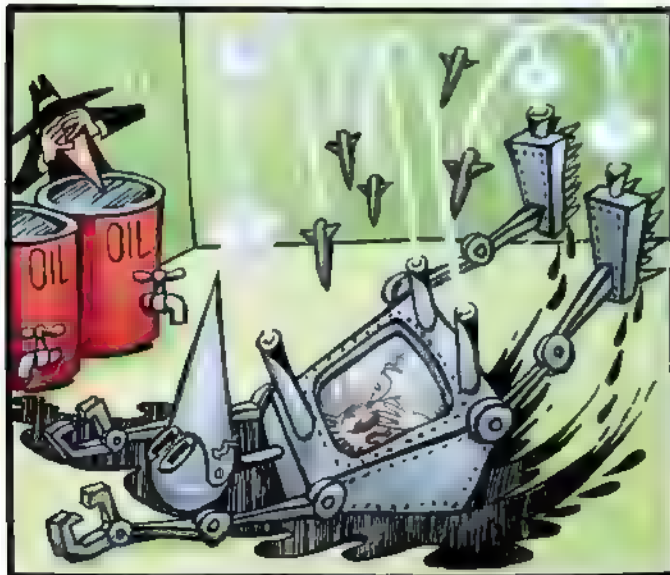
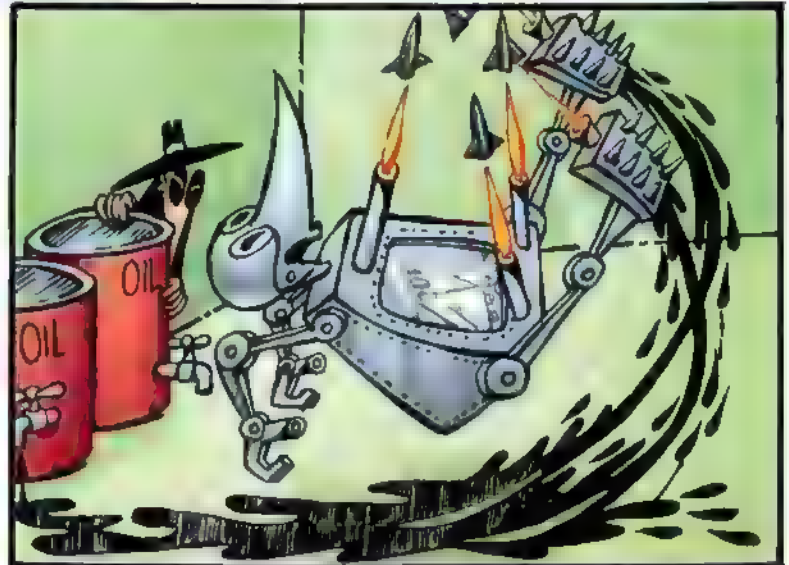


A GUIDED TOUR THROUGH A STEEL FOUNDRY





WRITER & ARTIST ANTONIO PROHIAS



ORIGINALLY PUBLISHED IN MAD #264 JUL 1986

Prohias



SOME FINAL BYTES



FIVE UPSIDES TO THE ROBOT APOCALYPSE

WRITER JEFF KRUSE ARTIST BOB STAAKE

- 1 You can smugly tell Fundamentalist Christians, "Well, the *Book of Revelations* never mentioned robots, did it?"
- 2 It'll take our minds off of the zombie apocalypse that'll be happening at the same time.
- 3 If mankind somehow survives, having defeated the robots, we'll have plenty of spare parts to start building robots again.
- 4 Since they'll almost certainly dismantle our current political system, robocall, ironically, will become obsolete.
- 5 The advent of new, never-before-dreamed-of porn genres.

ORIGINALLY PUBLISHED IN MAD #539, JUN 2016

THE REAL REASONS WHY WE STILL DON'T HAVE FLYING CARS

WRITER KENNY KEIL
ARTIST RICH POWELL

The whole auto industry is in the pocket of "Big Pavement," man!

Because $P=(n)/(u)-Y\pi$
 $\geq \cos(n)\sqrt{[f]}!$ Duh!

Most people would rather just stay home than have a TSA agent cavity-search them every time they went to go pick up the dry cleaning.

Overly complicated controls make it almost impossible to text while flying.

Daewoo's had one out for years but nobody's seemed to notice.

Market research deemed them a lost cause after Michael Bay's *Chitty Chitty Bang Bang* reboot tanked at the box office.

ORIGINALLY PUBLISHED IN MAD #524, DEC 2013

ADMINISTRATION

ANNE DEPIES SENIOR VP - GENERAL MANAGER

JIM LEE PUBLISHER & CHIEF CREATIVE OFFICER

DON FALLETTI VP - MANUFACTURING OPERATIONS & WORKFLOW MANAGEMENT

LAWRENCE GANEM VP - TALENT SERVICES

ALISON GILL SENIOR VP - MANUFACTURING & OPERATIONS

MARIE JAVINS EDITOR-IN-CHIEF, DC COMICS

JEFFREY KAUFMAN VP - EDITORIAL STRATEGY & PROGRAMMING

NICK J. NAPOLITANO VP - MANUFACTURING ADMINISTRATION & DESIGN

NANCY SPEARS VP - REVENUE

FOR SUBSCRIPTION INQUIRIES Call 1-888-516-7365 (US/Canada only) or write to PO Box 727, New Hyde Park, NY 11040-0727. Please DO NOT phone, write, fax or e-mail our editorial office—we're too dumb to help you here!

HOW TO REACH US MAD, Dept. 030, 4000 Warner Blvd., Bldg 700, 2nd Floor, Burbank, CA 91522. Or e-mail us at letters@madmagazine.com! All letters to the editor and accompanying photos or other materials may be edited and published in any MAD publication in any format and will not be returned. MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope! MAD doesn't read faxed submissions! For Advertising and Custom Publishing, contact dccomicsadvertising@dccomics.com. **VISIT US ONLINE AT MADMAGAZINE.COM.**

MAD (ISSN 0024 9319) is published 6 times a year by E.C. Publications Inc., 4000 Warner Blvd., Bldg 700, 2nd Floor, Burbank, CA 91522. Periodicals postage paid at Pewaukee, WI, and at additional mailing offices. Subscription in USA: 6 issues \$19.99. 6 issues Digital Edition only \$9.99. Outside USA (excluding Canada): 6 issues \$29.99. Allow 6-8 weeks for delivery of first issue. Entire contents © copyright 2022 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: Send address change to MAD, PO Box 727, New Hyde Park, NY 11040-0727. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in USA.

WHAT NEW
TECH INNOVATION
IS SURE TO MAKE
A KILLING?

HERE WE GO WITH AN ALL-NEW **MAD FOLD-IN**

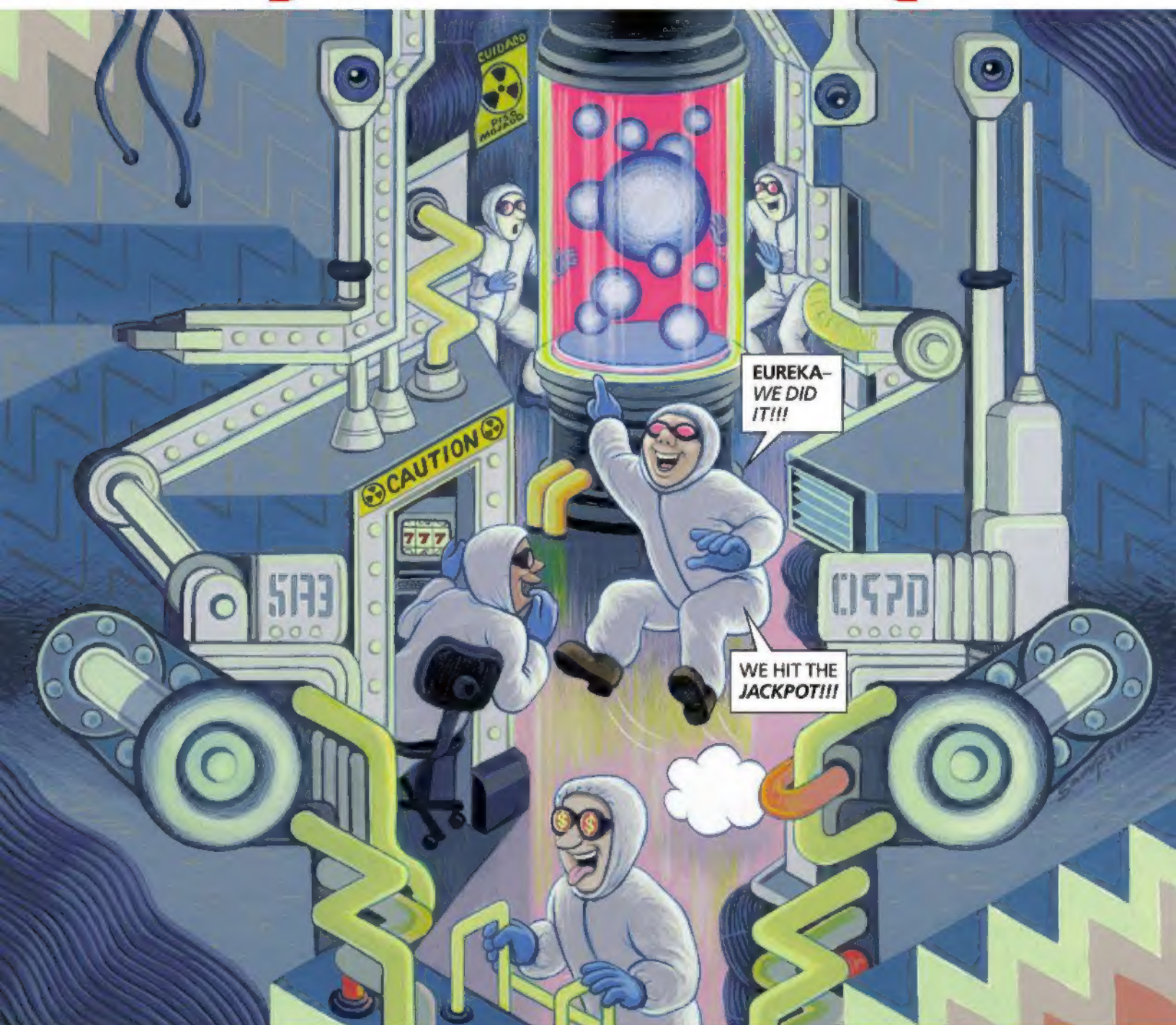
Technology is a reliably profitable industry. A big reason for that is they keep producing gadgets and apps that people can't seem to live without. To see the latest to-die-for device hitting the streets soon, fold in page as shown at right.

SWIPE FROM B TO A TO FOLD



A

B



MODERN TECHNOLOGY HAS SEEMINGLY LIMITLESS
POTENTIAL FOR GROWTH—AND INVESTORS WANT A SLICE
OF THE PIE. THIS INDUSTRY IS BOOMING DUE TO
ROBUST CONSUMER DEMAND. TO BE SURE, THERE IS LOTS
OF MONEY TO BE MADE—BUT AT WHAT COST?

A

WRITER & ARTIST JOHNNY SAMPSON

B

OUCH!



ebay SELLER'S FACTORY SEALED,
MINT CONDITION, SUGGESTED PRICE:
\$49,999.99

PHOTOGRAPHER IRVING SCHILD

ORIGINALLY PUBLISHED IN MAD #236, APR 1983

WHAT NEW
TECH INNOVATION
IS SURE TO MAKE
A KILLING?

SWIPE FROM B TO A TO FOLD



A B



POLICE

ROBOTS

A B